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BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Adv

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TECHNOLOGY DEPT:

For 20 Years . . . and Tomorr

From the moment the first words were spoken on WLS April 12, 1924, the station has been dedicated to a policy of effective friendship and kindly service to listeners. As we approach our twentieth anniversary, I like to look back. Our most satisfying accomplishment, to me, is the place WLS has earned in the hearts of Midwest American listeners. I like to look back on the $217,000 which listeners sent to WLS for relief of tornado sufferers in 1925; on the food and clothing stations established by WLS for the needy in the depths of the depression; on the $45,000 listeners have contributed to the WLS Christmas Neighbors Club, to equip children's hospitals and orphanages. These are only a few of the projects in which WLS has been the leader; but in each case, WLS has been only the intermediary for the radio listeners and those in need. In every instance, it has been the radio listener showing his trust in and loyalty for WLS—evidence of the effectiveness of our policy of friendship and kindly service. As we now enter our twenty-first year, I reaffirm the same pledge I gave on taking over WLS in 1928: to hold sacred this trust, this obligation to constructive service, for all the years to come wherein I am given the privilege of serving.

Burridge D. Butler

President, WLS

WLS

CHICAGO

The PRAIRIE FARMER STATION

Burridge D. Butler, President

Glenn Snyder, Manager

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL

I DOOD IT!

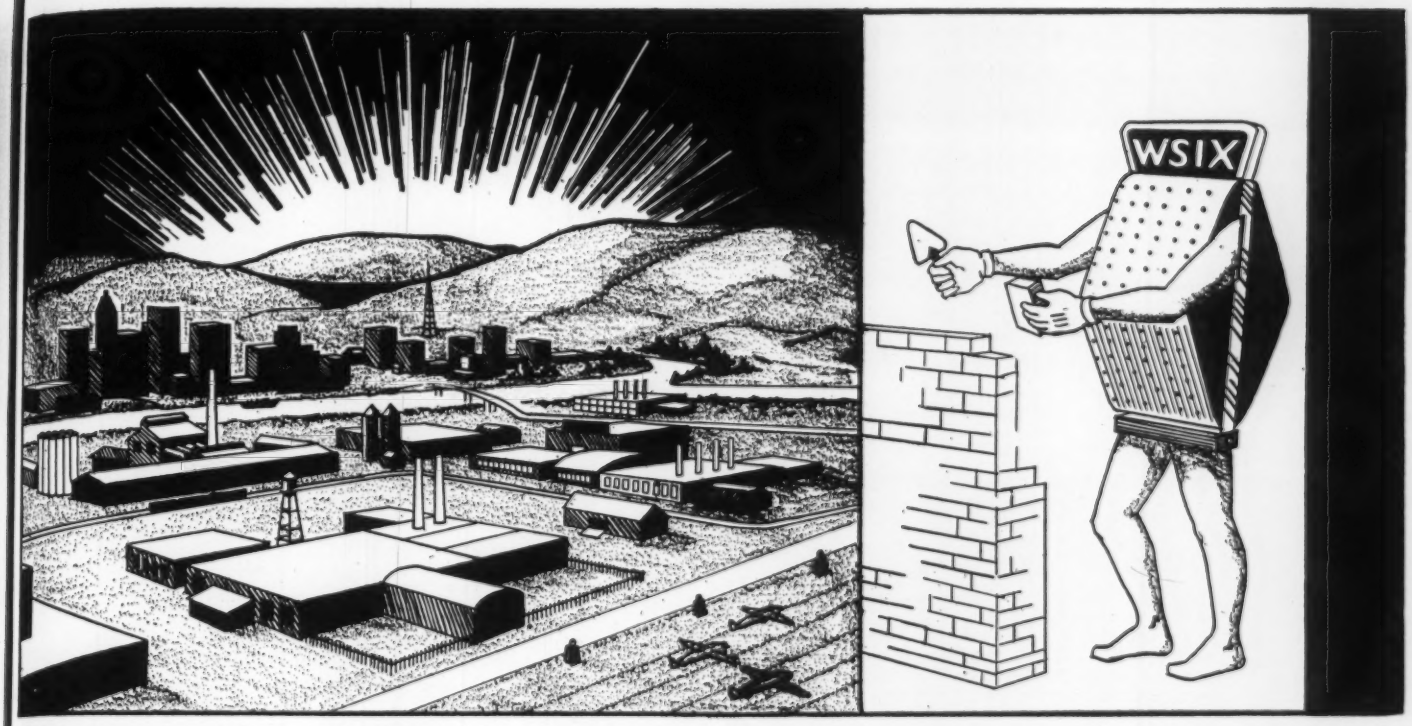
"Mommie told me not to do it . . . if I do it, I get a whippin' . . . I dood it!"

Thus might Red "Junior" Skelton speak if that imaginary understudy to a juvenile delinquent were confronted with the 910 challenging feet of climbing which WKY's new antenna would offer him.

And while "Junior" clung to the topmost girder of this, the second tallest radio tower in the Western Hemisphere, and "Mommie" tore her hair 910 feet below, he could look out over the rolling plains, cities, towns and villages of Oklahoma and SEE farther than some stations can be heard. From this height, engineers tell us, you can see for 50 miles; not a bad spot for FM and Television antennae which, come peace, will surely be perched there.

But WKY's new tower and transmission facilities are being built to be heard, and not seen. When completed and in operation, more people in Oklahoma will be able to hear "Junior" and the scores of other personalities and programs over WKY than ever before. And this is adding increased coverage to the already largest coverage of any Oklahoma City station.

Build For The Future



Where the Future is assured

WSIX, "the voice of Nashville", covers a market where *after-the-war* as well as *present-day* business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future.

Through WSIX you can cover this market *both for today and tomorrow.*

Member Station

The Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

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Be A Soothsayer

See Future Sales Opportunities In All WWL-Land

START PROFITING NOW WITH WWL

Economists and analysts say that Southern prosperity is here to stay. Start with WWL now to win your share of the booming market. Millions of families in five Southern states listen to the sales appeal of smart WWL advertising. WWL is the only medium you need to cover this profitable area.

WWL
NEW ORLEANS

50,000 WATTS
CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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- Weekly War Journal
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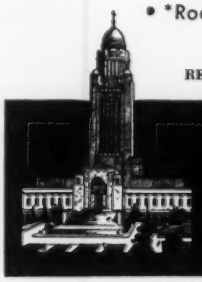
*Now available

REPRESENTED NATIONALLY BY EDW. PETRY & CO.



Blue and Mutual Networks

KFOR LINCOLN Nebraska

A Small Station Doing a **BIG JOB**

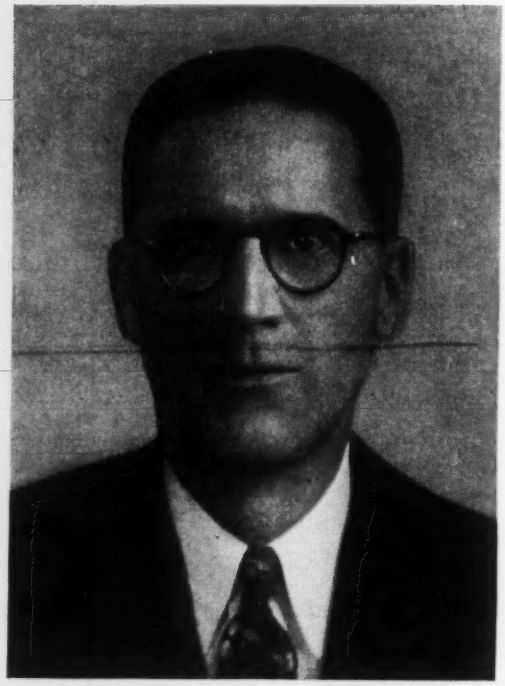
TWO GOOD GRIPS on the NEW YORK MARKET

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night • In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes • And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

FIRST in the



WHO IS RAY HENLE?

Ray Henle is a well known Washington newspaperman, Blue Network radio commentator and political correspondent for Newsweek Magazine. He brings to the organization of the Washington Bureau one of the widest backgrounds of Washington news experience known to radio. Ray Henle began his Washington reportorial work with the Associated Press in 1926, and since then has covered all major assignments in the national capital, including the White House and both branches of Congress.

Ray Henle has a wide acquaintance among the leadership of both political parties, and he has covered every Republican and Democratic Convention since 1924. He traveled extensively with Presidents Coolidge, Hoover and Roosevelt, as well as making many transcontinental tours with Presidential and Vice-Presidential candidates. For 15 years prior to engaging more extensively in radio Ray Henle was Washington correspondent of the Pittsburgh Post-Gazette.

WHO IS MALVINA STEPHENSON?

Malvina Stephenson, one of the national capital's well-known women reporters, is a member of the Washington staffs of the Kansas City Star and Cincinnati Times-Star. She began her career on the Tulsa (Oklahoma) Daily World.

Interested in women in politics, she came to Washington in 1940 in time to get in on the political conventions and the campaign. Two years later found her in Mexico on a special assignment, including an interview with President Camacho for King Features. Malvina Stephenson has contributed frequently to the North American Newspaper Alliance, and she is corresponding secretary of the Women's National Press Club.

THE WEST VIRG

John A. Kennedy, *President*

WCHS Charleston **WSAZ** Huntington W

The West Virginia Network

Announces the Opening of Its

WASHINGTON BUREAU

UNDER THE DIRECTION OF RAY HENLE
ASSISTED BY MALVINA STEPHENSON

The West Virginia Network takes pride in being the first radio organization in the nation, with the exception of the four major networks, to open its own bureau for West Virginia coverage of wartime Washington.

The purpose of this Washington Bureau is to give West Virginia listeners larger and more intimate coverage of Washington news in which West Virginians are primarily interested.

Ray Henle as chief of The West Virginia Network's Washington Bureau will give a detailed, factual and interpretative report of the activities of the state's Congressional delegation and will review the activities of prominent West Virginians in national service and report on economic, industrial and other subjects of especial interest to our listeners.

Mr. Henle's broadcasts are available for sponsorship. For complete details consult the Branham Company

NIA NETWORK

Howard L. Chernoff, *Managing Director*

WPAR Parkersburg **WBLK** Clarksburg

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING

CHARLES H. McDOUGALL

Vice President, Batten, Barton, Durstine & Osborn, Inc., San Francisco

Says—"We have used spot broadcasting effectively from Alaska to Mexico"

●That's a nice little word, that "effectively", Mr. McDougall. It points up a thought that we've wanted to get across for a long, long time. To wit:

●Spot-broadcasting *isn't* the glamour gal of radio. It almost never employs the services of great stars, or holds down the choicest bits of evening time. It rarely brings "Honor Awards" to sponsor, agency or program director. But boy, oh, boy—*how* it gets out into the foxholes and bomb-pits of Selling, and *effectively* does its job!

●Where radio *effectiveness* is required, we of F&P have a great deal to offer—from Alaska to Mexico!

EXCLUSIVE REPRESENTATIVES:

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WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
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BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 13 WASHINGTON, D. C., MARCH 27, 1944 $5.00 A YEAR—15c A COPY

FCC Draws Sharp Rebukes From Congress

Status of Bill to Revise Law in Doubt

CAUGHT IN a legislative jam, the FCC last week was subjected to Congressional lambasting, with the restoration of the two-million-dollar cut in its 1945 fund all but a forlorn hope.

As the Senate clipped approximately $2,164,000 from the FCC's recommended $8,000,000 (see page 11) appropriation, the House Select Committee to Investigate the Commission spent most of the week in hearing rebuttal testimony of FCC Chairman James Lawrence Fly and General Counsel Charles R. Denny Jr. Repeated clashes between Committee members and FCC witnesses occurred.

Meanwhile on the Senate side the status of the White-Wheeler bill (S-814) remained in doubt, although the co-authors, Chairman Wheeler (D-Mont.) and Sen. White (R-Me.), acting Minority Leader, conferred during the week. The Wheeler revisions to the measure were believed generally unacceptable to Sen. White [BROADCASTING, March 20].

Dies-Winchell Feud

Reports were current, however, that another revision might be submitted to the full Committee of 21 members this week. Despite that, however, informed observers felt the road toward legislation at this session is a tortuous one.

Radio news vied with the headlines in other respects, too, with the Congressman Dies-Walter Winchell feud consuming considerable time in the House debates. While Rep. Dies (D-Tex.), chairman of the House Committee to Investigate un-American activities, appeared to be satisfied with the 15-minute allotment of time following the Winchell broadcast Sunday night, Rep. Clare E. Hoffman (R-Mich.) kept the issue alive with allegations against Winchell and his sponsor, the Andrew Jergens Co.

Chairman Fly, in his Friday testimony before the House Committee, hinted he had read secret testimony taken by the Committee, as well as the public record, and admitted the Commission had considered establishing a high-powered "presumably" Government-operated standard broadcast station in Alaska.

Mr. Fly's disclosures came during cross-examination on his previous day's testimony regarding the Interdepartment Radio Advisory Committee, during which he denied he had ever interferred with IRAC as charged before the Committee. Mr. Fly opposed new radio legislation with reference to Presidential authority to grant frequency allocations to Government agencies, although he told the Committee that "if a conflict arises, it might well be defined by legislation".

Ordered to Answer

Several times Committee Chairman Clarence F. Lea (D-Cal.) had to instruct Mr. Fly to "answer the question". In several instances questions put by Harry S. Barger, acting Committee general counsel, were the basis of Mr. Fly's objections to "this line of questioning". Reps. Warren B. Magnuson (D-Wash.) and Richard B. Wigglesworth (R-Mass.), Committee members, also cautioned Mr. Fly to answer direct questions.

Among developments of last week's hearings, which saw Mr. Fly, Mr. Denny and George E. Sterling, assistant chief engineer in charge of the Radio Intelligence Division, as witnesses, were these:

Rep. Louis E. Miller (R-Mo.) charged FCC "bungling" sent a Naval task force into Alaskan waters and resulted in an "accident". Chairman Fly and Mr. Sterling categorically denied any "bungling". Mr. Sterling explained how the RID functions with respect to giving "radio bearings" to the military.

Mr. Fly again declined to submit letters to the Committee between himself and President Roosevelt regarding a unified international carrier study on the grounds that the correspondence was that of the Board of War Communications and not within the Committee's jurisdiction.

Hearings will be resumed Tuesday (March 28) with Mr. Fly back on the stand to present the Commission's views on the Network Regulations, which resulted in the Supreme Court decision.

Rep. Miller did not attend last week's sessions except on Tuesday.

Mr. Fly said that "nowhere in the secret or public record" of the Committee could Rep. Miller's charges be substantiated.

"You dont mean to leave the impression that you have been through the secret records of the Committee, do you?" asked Rep. Wigglesworth. Mr. Fly replied: "I got all I could get. I couldn't get them all."

When hearings resumed last Tuesday Mr. Barger read into the record a memorandum from J. Edgar Hoover, FBI director, to the effect that prior to March 25, 1942, fingerprints of employes of national defense industries were channeled to the FBI through local law enforcement agencies, the

(*Continued on page 59*)

U.S. Prepares to Count Farm Radios

Important Market Data Will Be Collected In 1945 Census

By JACK LEVY

A VERITABLE gold mine of information useful to broadcasters, advertisers, agencies and market researchers will be collected by the 1945 quinquennial farm census of the United States now being given a sample test by the Census Bureau.

In addition to determining the number of radios on farms in each county of the nation, with related information which will show electric and battery operated sets, the census will provide stations and advertisers with comprehensive data indicating potential markets for specific lines of merchandise by counties and possibly by civil divisions.

Under the direction of Zellmer R. Pettit, Chief Statistician for Agriculture, the Bureau is now conducting a test census of the schedules to be used in its extensive 1945 survey of farm operations. This test, covering 3,000 farms in 46 states, will provide, among other statistics, a rough estimate of the number of radios on farms in the country, with a breakdown by geographic divisions. Mr. Pettit expects to have this data tabulated by June.

Involving the employment of at least 26,000 enumerators who will personally visit every one of the nation's 6,000,000 farms, the 1945 census will include information on 205 questions listed in the schedules. These include data on farm ownership and tenancy; value of machinery, automobiles, trucks and tractors; value of land and buildings; crops grown and cash sales during previous year; production of poultry, eggs, fruit, vegetables, dairy products, beef, mutton, pork, wool; electric, telephone and running water facilities; persons living on farms, outside help employed.

From the mass of data collected, the Bureau will be able to provide information from which it can compute the number of farm radio owners served by each station, the size of farms served, the income levels of farm listeners, and market potentialities. Data obtained by the census will enable advertisers to determine specific markets for farm equipment, feeds, fertilizers, insecticides, automobiles, plumbing, building materials, and numerous other items.

Moreover, the information will provide a basis for special studies for stations, such as have been made previously by the Bureau, covering areas served by stations, volume and value of farm production by commodities, gross income of farms in particular counties, and sales by farmers and value of farm-produced goods consumed on farms.

Once the information on farm radios is obtained, Mr. Pettit said, the Bureau will be in a position to undertake sample surveys by mail

(*Continued on page 68*)

Haverlin Station Relation Chief Of MBS; Wallen Heads Finance

Appointments Announced by McClintock at New York Three-Day Meet of MBS Affiliates

CARL HAVERLIN, vice-president in charge of station relations of Broadcast Music Inc., is resigning that post to become station relations director of MBS, it was announced by Miller McClintock' Mutual president, following a three-day meeting of MBS affiliates held Monday through Wednesday last week at the Waldorf-Astoria, New York.

Mr. Haverlin

Mr. Haverlin succeeds Richard Connor, who resigned last month to return to his home in California [BROADCASTING, Feb. 23]. Charles Godwin, who has been acting director of the MBS stations relations department since Mr. Connor's resignation, will serve as assistant director.

In announcing the appointment, Mr. McClintock said "Carl Haverlin has a very wide knowledge of station problems in all parts of the United States. In addition he has the realistic viewpoint of a station operator, having been for 14 years employed in various capacities with KFI and KECA Los Angeles. In him we believe we have been fortunate in finding a man who will conduct station relations at Mutual in accordance with the high standards which we have set for that operation."

BMI Tribute

Sydney M. Kaye, executive vice-president of Broadcast Music Inc., expressed his regret at the resignation of Mr. Haverlin and praised his "major contribution to the formation of BMI." He expressed the affection and good wishes of BMI's board and entire personnel.

Mr. Haverlin said the transition from one organization to the other in this case was not an easy one but in his affiliation with MBS he would be serving old friends again although in another capacity, and if called upon, would lend willingly any aid needed by BMI.

Born in Globe, Ariz., Mr. Haverlin embarked on a stage career in 1916, deserting the footlights to get in on the beginnings of broadcasting by joining KFI as an announcer in 1923.. He directed publicity for the station and for KECA, under the same ownership, and also broadcast sports and special events, including the annual Rose Bowl games.

In 1927 he was appointed sales manager of KFI-KECA, holding that position until he left to become station relations manager of Davis & Schwegler. He was one of the earliest employes of BMI, joining the industry owned copyright licensing organization in April 1940, shortly after its formation to build up a music reservoir which would always be at the broadcaster's disposal and not subject to terms laid down by outside interests.

During the past four years, Mr. Haverlin has traveled the circuit of NAB district meetings to report to member stations on the music situation and particularly on the progress of BMI. He has also visited many stations throughout the country and probably has as wide an acquaintance with station operators as any other industry figure.

Recently he has earned a reputation as a script-writer through his side-line activity as co-author of *Abe Lincoln's Story*, historical dramatic series broadcast each Sunday afternon on Mutual under the sponsorship of the National Small Business Men's Assn.

Wallen Joins MBS

Announcement was also made of the appointment of J. E. Wallen as controller and financial director of Mutual, effective March 27. Controller of Federal Telephone & Radio Corp., a subsidiary of International Telephone & Telegraph Co., from 1932-1942, more recently he has been industrial advisor to the WPB. Robert Puryear, who has been acting controller, continues as assistant controller.

Miles E. Lamphiear resigned as controller several months ago when the network moved its bookkeeping department from Chicago to New York, as he preferred to remain in Chicago.

Recommendations and suggestions made at the affiliates meeting will be submitted to the Mutual Program Operating Board, which meets March 27-28 at Mutual Headquarters in New York. Board is comprised of the program heads of five key Mutual member stations and network program officials.

Last week's three-day conference opened with a meeting of the program committee Monday, March 20 under the chairmanship of Adolph Opfigner, MBS program director. Speakers included Mr. McClintock, Tom Slater, director of special features, Allen De Castro, commercial program director, and John Whitmore, news division manager.

Tuesday Meeting

Robert Schmid, director of sales promotion and research, and Edward Wood Jr., general sales manager, conducted the Tuesday session for sales and merchandising delegates. Antonio Rojas, of Radio Mil, Mexican chain affiliated with Mutual, discussed the radio picture in his country. Mutual's publicity director, Lester Gottlieb, also spoke.

PROGRESS SHOWN IN BLUE SALES

BLUE NETWORK has made commercial advancements on four counts, according to a February-March progress report released last week by Edward F. Evans, research manager. The percentage of total quarter-hours sold in network optional time at night in March 1944 is 76.2, compared with 62 for the same month a year ago, while the daytime percentage figure is 45.2 as against 29.4.

A total of 74 daytime quarter-hours were sold in February of this year, while 31 were sold in February 1943 and 38 in 1942. Total nighttime and daytime figures for the past month were 157.

Average number of stations per commercial daytime program in March has increased 75% over last year's average. There is a 40% increase for nighttime sponsored programs. With the addition of new stations and programs, the number of total sponsored station hours for a sample week in March amounted to 6,197 this year, as compared to 3,325 last year, and 2,066 in 1942.

At the concluding session on Wednesday, the station service committee met, with Charles Godwin, assistant director of station relations, presiding. Speakers were Robert Puryear, acting controller, George Chambers, sales service manager, Paula Nicoll, station traffic manager, and Andre Poole, engineering traffic manager.

Among those present at the New York Conference in addition to network officials were:

Robert Convey, KWK St. Louis; John Tinnea, KWK St. Louis; Madeline Ensign, WOL Washington; John Schilling, WHB Kansas City; O. J. Kelchner, WIBG Indianapolis; Paul R. Fry, KBON Omaha; Ken Church, WKRC Cincinnati; Charles Jordan, WRR Dallas; Eugene Cagle, KFJZ Fort Worth; Fred Fletcher, WRAL Raleigh; C. L. Harris, WGRC Louisville; James E. Gordon, WNOE New Orleans; James A. Davenport, WATL Atlanta; Robert R. Feagin, WPDQ Jacksonville; Felix Hinkle, WHBC Canton; Lynn Meyer, KLO Ogden-Salt Lake City; A. E. Leary, CKCL Toronto; Garland Powell, WRUF Gainesville, Fla.; John Boler, North Central Broadcasting; Antonio Rojas, XEOY Mexico City; Les Johnson, WHBF Rock Island-Moline-Davenport; John Laux, WSTV Steubenville, Ohio; Rex Howell, KFXJ Grand Junction, Col.; Robert McRaney, WCBI Columbus, Miss.; Ralph Atlass, WLOL Minneapolis; John Moses, WHKC Columbus, Ohio; Harry Hoessley, WHKC.

Color Video Aid

SUCCESS of National Carbon Co. (subsidiary of Union Carbide Co.), engineers in a technique that increases carbon crater intensity of brilliance by seven times normal standards marks "an immense advance" toward making color television for theatres a reality, Arthur Levey, president of Scophony Corp. of America, announced last week. He said Scophony "Supersonic" television projectors are the only ones known to be able to use carbon arc lamps as a light source. Scophony is associated with Paramount Pictures Corp. and 20th Century Fox Film Corp. via corporate entities.

Lehman Is Named President of CAB

George H. Allen Is Appointed Manager and Secretary

ELECTION of A. W. Lehman, for ten years manager and secretary of the Cooperative Analysis of Broadcasting, to the post of CAB president, and the appointment of George H. Allen, director of research at WOR New York, to succeed Mr. Lehman as manager and secretary, were announced last

Mr. Allen

Mr. Lehman

week by Dr. D. P. Smelser, chairman of the CAB board of governors.

Mr. Allen, who will take over his new duties about the middle of April, will have full charge of the day-to-day management and operation of the CAB, including supervision of research, contacting and servicing members and assisting and planning further improvements in the organization in accordance with its new policy of expansion toward the goal of supplying truly national ratings of radio listening.

A graduate of the Harvard Graduate School of Business Administration, Mr. Allen was assistant to the president of National Theatre Supply Co. before joining WOR as director of research and assistant director of sales promotion about two and a half years ago. He is a director of the New York chapter of American Marketing Assn. and chairman of its wartime series of monthly radio luncheons. WOR has not yet announced his successor.

---

352 MILLION GIVEN WAR, WAC ASSERTS

VALUE of advertising space and time and talent contributed in support of war themes during the past year was estimated at $352,650,000 by the War Advertising Council in a report issued last week on the second year of its activities.

"This impressive contribution", the Council reported, "compares with a figure of $2,250,000 during all of World War I, of which only $1,594,000 was used before the armistice."

By selling advertisers, agencies and the various media the idea of using the power of advertising to induce the public "to take desperately needed action", the Council, working with OWI, has promoted large scale execution of some 100 Government campaigns. Through these programs, it is pointed out, the public is buying War Bonds, conserving food, fighting inflation, giving blood, using V-Mail, supporting the Red Cross, saving fats, taking war jobs.

What an Agency Wants in Radio Surveys

Qualitative Analyses of Audience on Nationwide Basis Urged

By HAROLD H. WEBBER
Director of Research
Foote, Cone & Belding, Chicago

MR. WEBBER

ANNOUNCEMENTS by Cooperative Analysis of Broadcasting and Hooper Reports of plans for wider coverage, more data and more interviews are an aftermath of a controversy that has been raging since Hooper opened his doors a decade ago.

Those of us in agencies have been explaining for years the difference between the basic radio measurement technique to clients who are inclined to be a little impatient with such details, and we felt justified in making recommendations for the exclusive use of one service or the other based on our judgment of the validity of the method. Our task was complicated by the fact that as soon as we got the CAB successfully explained, they changed their method.

Now CAB has abandoned the telephone recall altogether and before we begin all over again, perhaps we had better think it over pretty carefully.

What do we want in radio research, what are we getting and where are we going?

Basic Need

The primary need of all research, regardless of the special field, is continuous, adequate measurement. This quantitative information ranges all the way from circulation, sales and population statistics to measurement of magazine reading and radio listening. The need for quantitative data was recognized early and services were established that prospered because they fulfilled it. But research can not afford to remain static, other needs must be met if management is to continue to accept its research personnel into full-partnership status.

The general trend of new needs has been toward qualitative data. After we know how much of our product is being sold we can do a more effective selling job if we know who buys it and why they prefer it to some other band. Or to be more to the point in radio, after we know approximately how many people listen, we have to know how long they listen, what else they listen to, how many times they listen in a week or a month, etc.

A beginning has been made in the field of marketing toward the development of continuous qualitative information through the introduction of the consumer panel technique and I believe that now is the time to fulfill the need in radio.

I say that now is the time because the recent announcement of the CAB to drop the recall method proves that the radio industry has made its choice between the two quantitative techniques that were available, and the CAB was faced with the alternative of ceasing operation, continuing with an unpopular idea, or changing to the better-accepted technique.

If the board of governors had determined to follow the first alternative and suspended operation entirely, it would have been an honorable decision. Fifteen years ago they led the crusade to do the job that badly needed attention, and it was a successful crusade. They had the courage to establish a cooperative operation (always the most difficult to administer) and immediately began to deliver the statistics that helped raise a new medium from the dark of guess and "genius" to the light of scientific evaluation. With the need for a continuous qualitative service now as great as the need for the quantitative data was 15 years ago, isn't it time for the CAB to polish up its armor again?

A Double Bill

If the CAB continues with its present plan to remain in the quantitative field they will undo all the good that their courageous leadership accomplished before. They will force the industry either to pay a double bill for an unnecessary duplication of service or to choose between the services, with a consequent decrease in revenue for both. This will tend to curtail further research on refinements of the technique and limit future expansion. I don't believe we need to fear the bogey-man cry of "monopoly"—if prices get too high free private enterprise has a way of taking care of situations like that. And besides, the original purpose of the CAB was to provide for our intellectual welfare, not to look after our pocketbooks.

In addition to the double burden on the industry, consider the double burden on the telephone lines. If CAB and Hooper expand to include approximately 80 cities in each sample, there is a great possibility of duplication between the two samples. Think of the unhappy plight of the citizens of some town of about 50,000 souls with 5,000 residential telephones and two crews of industrious researchers probing for program listening via those phones! It would be folly in peace-time and is needless waste in war-time.

With the establishment of a private measurement service that has met with such widespread approval that the CAB itself admits that the technique is better, their initial job is over. I hope that they will again accept the challenge to provide the leadership in the development of a new service that will raise the standards of radio research still higher. In my opinion, this new service, this qualitative analysis of radio audiences, should include information on individual programs showing continuously:

a—Distribution of Listeners by Economic Groups.

b—Distribution of Listeners by City-Sizes and Farms.

c—Duplication of Audiences between Programs.

d—Source and Flow of Program Audiences.

e—Cumulative Audiences by Weeks and months.

f—Audience Turnover.

g—Frequency of Listening.

There are at least three ways of obtaining this qualitative analysis: The automatic recorder method used by the Nielsen Radio Index, the consumer-panel diary system, and personal interviewing. It is not my purpose to presume to tell the CAB what to do or how to do it, but I would merely like to point out that it is not an impossible task. During the war it may be difficult to make the best of these techniques operate with its maximum effectiveness, but we can test and evaluate now and lay our postwar research plans on a solid foundation.

I believe that the industry would be willing to pay more than it is paying for this additional information on a continuous, rapid and nationwide basis. If the CAB is willing to pioneer this new undertaking, it will again earn our wholehearted respect and admiration.

Senate Votes to Sustain Cut of $2,163,857 in FCC Budget

OVERRIDING pleas of Administration spokesmen, the Senate last Monday voted to sustain its Appropriations Committee recommendations and cut a total of $2,163,857 from the 1945 fiscal year budget request for the FCC. The House previously had pared $1,654,857 from the President's request and the Senate added another $509,000 reduction.

Should the House concur in the additional Senate reduction, the Commission will be restricted in its radio intelligence activities, particularly that portion involving military intelligence. Reports on Capitol Hill were that the House likely would concur in the extra Senate slash, thus leaving the Commission a total of $6,207,843 for the 1945 fiscal year, as compared to $8,371,700 requested by the President.

A surprise supporter in behalf of the full amount for the Commission was Sen. Robert M. LaFollette (P-Wis.), who made a two-hour impassioned plea against stripping the Commission of what he termed activities of "vital importance". He read from a letter from FCC Chairman James Lawrence Fly, urging that the Senate restore the cuts made by the House. He cited instances in which the FCC allegedly saved lives of Army airmen and located enemy alien stations.

Sen. LaFollette, who a year ago acquired a one-eighth interest in WEMP Milwaukee, at one stage declared that the "Senate is not interested in this subject. The votes have already been lined up to kill this amendment [an amendment by Sen. Mead (D-N. Y.) to restore the full amount for radio intelligence work]. But I want the record made here so that when some one of these planes, or more, go down at sea, and the crews are not rescued, those who are primarily concerned may be able to turn to the roll call on this amendment and find out who is responsible for it."

(*Continued on page 71*)

Estimate of Population Shows Increase In Year

ESTIMATED total population of the United States, including armed forces abroad, was 136,485,262 on July 1, 1943, according to an estimate released March 24, by Director J. C. Capt of the Bureau of the Census. Estimated increase between July 1, 1942 and July 1, 1943 was 1,820,338, or 1.4%. This rate is higher than that for any year since 1930 and is chiefly the result of the war increase in births.

Full Labor Board Is Expected To Study AFM Hearing Plea

Panel Board Now Being Reviewed and May Be Put On Board Calendar Within Next Few Weeks

THE FULL membership of the National War Labor Board is expected to give consideration soon to the request of the American Federation of Musicians for further hearings by the Board before it acts on the recommendation of the WLB panel terminating the AFM recording strike.

The panel report, along with briefs filed last week by attorneys for the AFM and the transcription manufacturers, is now being reviewed by Board staff members assigned to summarize the case for consideration by the Board in executive session. It is probable that the case will be placed on the Board's calendar within the next few weeks.

Objections Filed

As expected, objections to the WLB panel recommendations outlawing the 20-month-old strike, were filed within the 10 days allotted after the panel issued its report [BROADCASTING, March 12, 19]. A formal request for hearings before the full Board, filed by AFM counsel Joseph A. Padway and Henry A. Friedman, charged that the panel's recommendation is "contrary to law and fact" and is "beyond the powers and jurisdiction of the Board to adopt."

That the Board will grant the AFM request for hearings was regarded as likely because of the importance of the case. But in view of the lengthy hearings held before the panel, in which more than 1900 pages of testimony were taken, it is expected that oral arguments before the full Board will be of short duration.

Comments of the transcription companies, requesting that the panels recommendation be adopted were filed jointly by Robert P. Myers, attorney for the Radio Recording Division of NBC and RCA Victor Division of RCA, and Ralph F. Colin, attorney for the Columbia Recording Corp.

With the exception of that portion of the report in which Chairman Arthur S. Meyer of the panel stated that the principle of payment by employers directly to a union for the benefit of its unemployed members might not be objectionable under proper safeguards, the companies' brief was in full agreement.

"The issue here," the brief declared, "is one of general social philosophy—interesting as that may be. The issue in this case is whether the companies, these employers, should be forced to pay a tax to this Union, measured by a per piece levy on the manufactured product or a percentage of gross sales, for the creation of a fund to benefit unemployed members of the Union who are not, never have been, and in all probability never will be employees of the companies."

"The companies point out, however," the brief stated, "that they concur with the decision of the panel in all other substantial respects and that there is no disagreement whatsoever between them and the industry member on the one hand, and the chairman of the panel on the other, that the Board should not and cannot order these companies to make payments to this union under the circumstances of this case and at this time—that there is no disagreement between them on the only ultimate issue in this case. Here there is neither factual justification for the Union's demand, nor jurisdiction in the Board to order the companies to accept it."

The brief concluded:

"In summary, therefore, the opinion, findings, conclusions and recommendation of the majority of the panel are endorsed and supported by the companies, except in respect to a few items, none of which are controlling on the decision, the more important of which exceptions are set forth in Schedule A annexed hereto.

"The companies respectfully request that the panel's recommendation be adopted and that the Board 'exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored'".

(1) The companies believe that under any circumstances the principle of payment by employers directly to a Union **for the benefit of unemployed** members who are not, never have been and never will be employees of the employers is vicious, and is unsound alike for industry, labor and the public. (Majority opinion pp. 31-36).

(2) The majority opinion, at page 13, refers to the estimate of $600,000 as the amount which would be collected from the phonograph companies for the unemployment fund at the rates laid down in the union's demand and goes on to state that the "companies do not ground their objection on the amount of payment asked by the union. Their objection is addressed to the essence of making any payment * * *". Both statements are only partly true. While it is true that under the union's *present* demands a fund of $600,000 per year would be collected, Mr. Petrillo has already stated publicly in the 1943 annual report to his members that there is no reason why in a few years the annual fund collected should not be $20,000,000. With such a possibility in mind even before Mr. Petrillo's statement, but very definitely confirmed by that statement, the companies have not only objected to the principle of the demand itself but to the potential dangers of its application on a grossly increased scale.

The materiality of the potential size of the fund to the validity of the principle itself is indicated by the majority opinon's reference at page 18 to the possibility that an industry which causes technological unemployment "has a duty, in *modest measure*, to foster the disinherited and that the Union can, with propriety, insist on the fulfillment of that obligation." Aside from the fact that there is the finding here that no such technological unemployment has been created, Mr. Petrillo's own statements indicate how far is the thinking of the Union from making provision "in modest measure".

(3) The companies do not admit, as stated at majority opinion page 17, that "the evidence does not indicate a large volume of protest nor a profound general dissatisfaction with available records."

NRDGA's Radio Ad Forum Slated for Cincinnati April 6

ALL-DAY FORUM on radio as an advertising medium for retail stores has been scheduled by the National Retail Dry Goods Assn. for the final day of its three-day Sales Promotion Clinic, to be held April 4-6 at the Netherland Plaza Hotel, Cincinnati.

Special feature will be a program by the Quiz Kids at the Wednesday luncheon meeting.

Main topics of discussion will be the questions most frequently asked the NRDGA by retail advertising executives: "What is being done to help retailers benefit from radio?" and "What are the best means of using radio?" A third question: "What is television going to mean to retailers?", will be dealt with during the luncheon session.

Audience Questions

Discussion during the morning session will be conducted under the co-chairmanship of B. Lewis Posen, publicity and sales director, Hochschild, Kohn & Co., Baltimore, and Dietrich Dirks, general manager, KTRI Sioux City. The topics will be discussed and questions from the audience answered by a panel of six experts, three broadcasters and three department store publicity directors. Panel members are: C. K. Beaver, commercial manager, KARK Little Rock; Walter Johnson, commercial manager, WTIC Hartford; Arthur Hull Hayes, general manager, WABC New York; Paul McCarthy, J. N. Adam Co., Buffalo; E. Davis McCutchon, D. H. Holmes Co., New Orleans; Richard G. Maybohm, J. W. Robinson Co., Los Angeles.

In the afternoon, John M. Outler Jr., commercial manager, WSB Atlanta, will act as radio chairman, with Sam H. Bennett, commercial manager, KMBC Kansas City; John E. Surrick, commercial manager, WFIL Philadelphia, and one more expert not yet named, as the radio panel members. The department store executives who served during the morning will continue through the afternoon session. All of the stores represented have had considerable experience with the use of radio.

Program was arranged by Lewellyn Harries, sales promotion manager, NRDGA, and Lewis H. Avery, director of broadcast advertising, NAB.

Ryan Names Feltis To NAB Research

General Manager of KFAB Experienced in Air Data

APPOINTMENT of Hugh Feltis, general manager of KFAB Lincoln, as chairman of the NAB research committee, was announced last week by J. Harold Ryan, NAB president-elect. Mr. Feltis succeeds Mr. Ryan, who as NAB president, serves ex-officio on all committees.

Added significance and impetus has been given the research committee's work in view of the current controversy over audience measurement. Mr. Feltis, in collaboration with Dr. Thompson, dean of psychology and research at the U. of Omaha and a member of the American Psychology Research Foundation, is working out a new technique for the survey of listening audience in a territory beyond normal limits of telephone and coincidental surveys.

The research committee will meet jointly with the NAB sales managers executive committee in Cincinnati April 4-5, during the annual meeting of the National Retail Dry Goods Assn. Chairman of the sales managers committee is Dietrich Dirks, KTRI Sioux Falls. The sales managers and research groups will present to the NRDGA convention an elaborate program on retail advertising by radio, with Lewis H. Avery, NAB director of broadcast advertising, as the principal speaker. Cincinnati stations are cooperating in the presentation.

Well Qualified

Mr. Feltis, a graduate of the U. of Idaho, started in radio at KVOS Bellingham, Wash., in 1929 and first used research commercially while manager of KPQ Wenatchee, Wash., in 1931. From 1935 to 1937, while commercial manager of KOMO and KJR Seattle, he used extensive studies prepared by independent research organizations such as Ross Federal and Facts Consolidated — the first of their kind on the West Coast.

As a member of the AAAA committee in 1938, Mr. Feltis participated in the plan which resulted in the establishment of the Hooper station audience report and signed the first cooperative station contract for KOMO-KJR. He was president of the Seattle Advertising Club in 1941. In 1942 Mr. Feltis was in the station relations department of the Blue Network, New York.

Esquire Adds

ESQUIRE Inc., Chicago (*Coronet*), sponsor of the *Coronet Story Teller* and *Coronet Quick Quiz*, has added 61 Blue stations to the list carrying the program Monday through Saturday, 10:55-11 p.m., for a total of 133 outlets. Agency is Schwimmer & Scott, Chicago.

Time's Hard To Get!
On W-I-T-H in Baltimore anyway! At this writing there are mighty few minutes left out of 24 hours! That gives you an idea how W-I-T-H produces for advertisers! When you hear of an open spot on W-I-T-H . . . grab it!
On The Air 24 Hours A Day—7 Days A Week
WITH
THE PEOPLE'S VOICE IN BALTIMORE
Tom Tinsley, President
Represented Nationally by Headley-Reed

"INTIMIDATION" MIGHT BE CAPTION of this bit of art if the smiling face of William J. Huster, president of Burger Brewing Co., Cincinnati, didn't betray skullduggery, as he signs contract to sponsor Cincinnati Reds' games, play-by-play on WKRC Cincinnati. "Forcing" the issue are (l to r): Dick Nesbit, WKRC sportscaster; Ken Church, station general manager; Jack Koons, president of Midland Adv. Agency, handling account, Waite Hoyt, former New York Yankee pitching ace, now WKRC sportscaster. Messrs. Hoyt and Nesbit will do broadcasts, also slated to be aired by WPAY Portsmouth; WHIZ Zanesville; WLOK Lima; WIZE Springfield; WING Dayton.

Blue Developing New Sales Technique Kobak Tells Women's Advertising Club

ONE of the most important jobs of a radio station is to get more people to listen more hours per day, according to Edgar Kobak, Blue network executive vice-president, speaking before the Women's Advertising Club of Washington last Tuesday. This can be done, he said, through advertising.

"The man who really believes in advertising is the one who digs in his pocket and pays for it," Mr. Kobak said. And working on this premise, the Blue sales staff has planned an approach that, Mr. Kobak told, first sells the idea of advertising and why it pays. Then, he said, the next step is to sell the broadcast advertising idea, and when that is done, follow up by selling the Blue Network.

"Don't mention your competition ever, when selling your product," he advised strongly. "It only places doubt in the mind of the client, or else it puts the name of your competitor in his mind, maybe for future use." The Blue executive stressed the fact that "after you sell, go back for another order. If you can't sell more, resell what you've already sold." Illustrating the efficacy of that system, Mr. Kobak pointed out several Blue accounts that have expanded and re-expanded their schedules, mainly through salesmen going back to re-sell the network.

"Blue is building a broadcasting system that gets away from doing things the same way they have always been done," the network executive stated. "With new ideas of all our staff on the table, we can develop new policies instead of clinging to the old ones that perhaps have grown for no reason at all. Among new ideas of Blue programming are the daytime programs, composed mostly of news, variety and comedy.

Ivoryne Correction

GUM LABS., Clifton Heights, Pa. (Ivoryne chewing gum), which on March 18 expanded to 123 Blue stations, is handled by McJunkin Advertising Co., Chicago, and not McCann-Erickson, as erroneously reported in BROADCASTING March 20. Hal R. Makelim, vice-president and radio director of McJunkin, personally handles the account. The quarter-hour program, *Hello Sweetheart*, on Saturdays, featuring Nancy Martin, vocalist, began Dec. 18 on 38 Blue Network stations. BROADCASTING regrets the error in agency identity.

New Palmolive Show

COLGATE - PALMOLIVE Peet Co., Jersey City, on April 1 replaces *The Million Dollar Band* on NBC with *Palmolive Party*, a weekly half-hour variety show featuring a Hollywood star each week. *The Million Dollar Band* will continue to provide the musical accompaniments. Barry Wood, singer will also continue with the new show and Patsy Kelly, comedienne, is a new addition. The diamond ring give-away has been discontinued. Agency is Ted Bates Inc., New York.

Thibaut Program

RICHARD E. THIBAUT Inc., New York, entering radio for the first time, starts spot radio promotion of its wallpaper in New York, Buffalo and Boston. A contract with WQXR New York calls for sponsorship of *Symphony Hall*, Saturday, 8-9 p.m., starting March 27. Thibaut will also use a quarter-hour home decorators program on WBEN Buffalo; and participations on WBZ-WBZA Boston. Agency is Alley & Richards, New York.

SERIAL WAR ROLE BOOSTED BY KESTEN

DAYTIME SERIALS, favorite target of the critics of broadcast entertainment, received an accolade in place of the accustomed brickbat last week. In the annual report of CBS [BROADCASTING, March 20], Paul W. Kesten, executive vice-president, pointed out that early last year research revealed that "America was not psychologically prepared for the mounting casualty lists—for death-in-action of the boy next door" and that "some preparation of the public mind against demoralizing shock was urgent."

"From perhaps a least expected source," he continued, "came an important contribution to this need—from a CBS daytime serial program, heard in millions of homes through five-day-a-week broadcasts. Deftly and convincingly it moved familiar characters through the news of *missing-in-action* and the shock of *death-in-action*, using the vast power of the drama to set various behavior patterns of fortitude and courage. Heartfelt response from listeners attested the service which it rendered."

Series referred to but not identified in the report is *Bachelor's Children*, sponsored by Continental Baking Co. and placed by Ted Bates Inc., on CBS Monday through Friday, 10:45 a.m.

Standard Time Return Provided in House Bill

TIME CHANGE again bobbed up in Congress last week when Rep. Cannon (D-Mo.), chairman of the House Appropriations Committee and author of a newspaper subsidy bill now pending before the Rules Committee, introduced a bill (HR-4428) to restore Standard Time during January, February, November and December. The bill was referred to the Interstate & Foreign Commerce Committee.

Unlike several other measures, introduced in both Houses of Congress the last year, the Cannon Bill would provide for Standard Time throughout the nation, whereas others would revert to Standard Time in certain zones.

Video Commercial

DUREZ PLASTICS & Chemical Co., North Tonawanda, N. Y., will present a 13-week television series on W2XWV New York starting April 16 and featuring Norman Bel Geddes, Walter Teague, Raymond Loewy and other industrial designers who will forecast the plastic and electronic devices of the post-war world. Series will be produced by the television workshop.

KSJB to 600 kc With Local Power

Conditional Grant Provides Mixed Assignment to Outlet

A PROPOSED conditional grant to KSJB Jamestown, N. D., for assignment to the regional channel of 600 kc but with local power, was announced last Wednesday by the FCC, and is expected to reopen the issue of such mixed class assignments as contrary to the FCC's own regulations. John W. Boler of Minneapolis, staunch defender of the FCC's regulatory policies, is head of the station.

The proposed findings would authorize a modification of license to change the assignment of KSJB from 1440 kc, 250 w unlimited time, to 600 kc, with 100 w night and 250 w day, with the condition that as soon as materials again become available, the station will make "full use of the frequency in accordance with the Rules and Regulations of the Commission."

WMT Cedar Rapids, Ia., which successfully protested a previous grant of the facility without hearing, and subsequently appealed from a "special service" authorization granted the station on the Commission's own motion, is expected to protest the proposed grant on interference grounds as well as violation of the FCC's regulations.

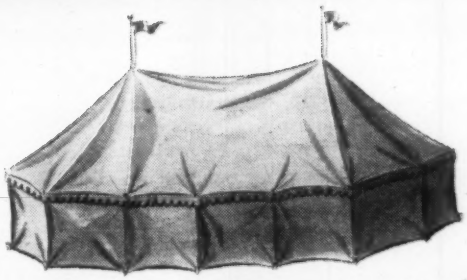
Eligible for CBS

The conclusions said that assignment of KSJB on 600 kc will provide increased service and enable the station to secure a CBS affiliation contract. Although increased interference will result to WMT, the Commission said it will not occur within the normally protected (2.5 mv) contour. A slight increase in interference also will result to CFQC Saskatoon, Canada from nighttime operation of KSJB as proposed.

Mr. Boler, who is also president of North Central Broadcasting System of St. Paul, earlier this month wrote Rep. Case (R-S.D.), a member of the House Appropriations Committee, alleging that he was "using the FCC as a political football". He defended FCC Chairman Fly, and cited the "inestimable service he has rendered hundreds of small independent radio stations" [BROADCASTING, March 20].

Salt Promotion

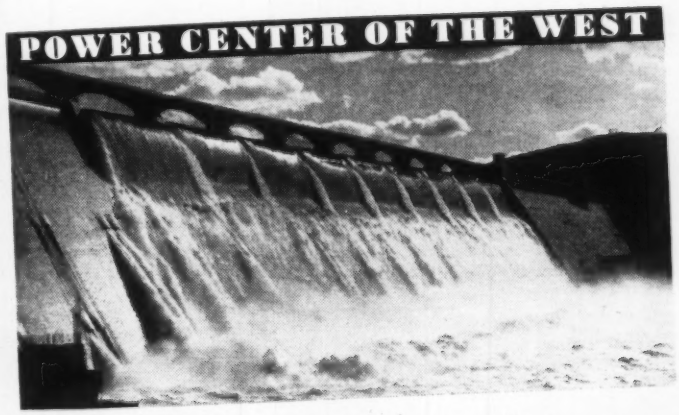
GENERAL FOODS Corp., New York, is conducting a test campaign for Diamond Crystal Salt in Toledo with a series of 52 live announcements on WSPD and another on WTOL, in addition to local newspaper space. Drive started earlier this month and will last for ten weeks on WSPD and for six on WTOL. Campaign is backed up by merchandising. Product is regularly promoted through cut-ins on G-F's *When a Girl Marries*, on NBC. Agency is Benton & Bowles, New York.



COVERAGE?

IT'S IN THE BAG WHEN

You're on the Spot!



GRAND COULEE DAM—where giant generators develop more power than Niagara, bringing a host of new industries, industries with *permanent* payrolls, to the Spokane area. Station KHQ's *Primary* Coverage alone includes 19 counties in Washington, 10 counties in Idaho, 5 counties in Montana and 3 in Oregon. KHQ is the *only* single medium completely covering this area.

○ Primary Coverage Area ○ Secondary Coverage Area ◌ 150-Mile Circle

KHQ—Spokane, Washington
5000 WATTS—590 KILOCYCLES
Owned and Operated by
LOUIS WASMER, *INC.*
Radio Central Bldg. Spokane, Wash.
National Representatives: Edward Petry & Co., Inc.

Du Mont Forecasts Widespread Video

McClintock Tells Marketing Group of New Radio Arts

ALLEN B. DU MONT, president of Allen B. du Mont Labs. and also head of the recently organized Television Broadcasters Assn., and Miller McClintock, president of MBS, gave their views of present day television and the significance of video and FM to postwar advertising last Thursday at the March radio luncheon of the American Marketing Assn., held at the Murray Hill Hotel, New York.

The Bright Side

George Allen, newly appointed manager of the Cooperative Analysis of Broadcasting and AMA radio chairman, presided at the meeting, attended by more than 300 advertising and market research executives.

The brakes applied by the war to television, which for two years had convincingly demonstrated its home entertainment qualities to several thousand set owners in the New York metropolitan area, have turned out to be a good thing, Mr. du Mont stated, by changing the television broadcaster's concept of material and personnel from a mountain to a molehill.

"We have developed the telecasting technique to the point where genuine entertainment can be handled with facilities and manpower that are well within the reach of any community that now supports a regular broadcasting station," he said. "Whereas formerly we thought of television in terms of millions of dollars, we now consider it in terms of tens of thousands." Only on a nationwide basis is television worthy of your attention as marketers, he added.

Mass Production

The war also was almost a necessity to bring about mass production of telesets, Mr. Du Mont said, pointing out that because of war requirements, notably radar, cathode ray tubes are now produced by the thousands instead of by the dozens as in prewar days.

Urging advertisers to prepare for the inevitable challenge of television and FM in the post-war era, Mr. McClintock pointed out that these new developments, despite their glamour, "will grow only by retaining the same fundamentals which have made radio great". FM and television are not so much a change in the functions of radio advertising as they are in their qualities and capacities to serve more effectively, he said.

Television will add graphics to radio advertising's intimate and personal appeal, he said.

MUTUAL network has leased the Forrest theatre at 230 W. 49th St., New York, for studio audience programs. First broadcast to originate from the theatre will be *Green Valley U.S.A.*, April 2.

THE MAN WHO HIRED Arch McDonald ten years ago, A. D. (Jess) Willard Jr. (right), former manager of WJSV Washington (now WTOP) and present manager of WBT Charlotte, returns to WTOP to congratulate Arch on the completion of a decade of sports broadcasting for WTOP. Manager Carl Burkland (left) and Arthur Godfrey, another WTOP ten-year man, were on hand during the anniversary program.

NBC War Clinic Ends; Plans Completed With BBC for Radio Invasion Coverage

CULMINATION of arrangements with BBC to pool resources for radio coverage of European invasion was announced by Sheldon B. Hickox Jr., manager of NBC station relations department, during third annual War Clinic held at Los Angeles Biltmore Hotel, March 20 through 22. CBS will also share in the arrangement. Mr. Hickox pointed out that special NBC personnel has been selected and trained to follow United Nations armies [BROADCASTING, March 13]. These men, he added, will start broadcasting from Rome, Copenhagen, Paris and Oslo, when and if those capitals are liberated. Special mobile units go into combat zones with troops and pick up noises of war for transmission.

Agenda for the Los Angeles sessions which wound up series of cross-country NBC War Clinics, covered network reports on campaigns conducted on behalf of the war effort; net sales figures for 1943; programming; plans for television and frequency modulation operations; advertising, promotional, technical and legislative phases of broadcasting. More than 50 executive representatives of affiliated western stations met with NBC New York officials for discussion of common problems.

Net Sales Up

Roy Witmer, vice-president in charge of sales, disclosed that net sales in 1943 showed an increase of 15% over previous year and no recession is expected until after the war. He warned that sales would fall off somewhat, six months after the war, but declared that NBC will be well cushioned against any such eventuality.

During panel discussion of proposals drafted by delegates, the network representatives held out against extending station break time from 20 to 30 seconds. Niles Trammell, president, however, promised the issue would be considered in due time.

During key address on opening day of sessions, Mr. Trammell assured film studio heads that the motion picture industry has nothing to fear from television, adding that like radio, this new medium will add, not subtract from the show business. He asserted that radio has contributed as much, or more to motion pictures rather than the other way around and indicated that films would have more to lose than radio if rupture of relations should develop from the present guest star controversy. Radio, Mr. Trammell said, nurtured its own stars, many of whom went on to cinematic greatness, whereas few radio stars have come from the motion picture industry.

La. Outlet Sought

Prior to the War Clinic sessions, Mr. Trammell conferred with both Earle C. Anthony, owner of KFI-KECA Los Angeles, and G. A. (Dick) Richards, owner of KMPC Hollywood, but denied that NBC would buy a station in that area during his current stay in Southern California. It is well known that NBC is desirous of owning a Los Angeles outlet. With Mr. Anthony reportedly unwilling to dispose of KFI, assumption is that network officials are initiating other proposals, presumably with Mr. Richards for KMPC, or J. Frank Burke, owner of KPAS Pasadena. Both stations operate on 10,000 watts.

NATIONAL BOARD of Consultants of the CBS *School of the Air* will hold its 14th annual meeting March 29 at the network's New York headquarters.

Experiment in Quiz Planned by Macy's

Direct Selling on the Air to Be Tested by Retailer

R. H. MACY & Co., New York department store, owner of WOR New York since 1929, has in the past used radio mainly for institutional advertising, sponsoring such programs as *Consumers Quiz, Shoppers Club*, baseball broadcasts in 1942 as co-sponsor with General Mills and keeping its commercials pretty generally on the advantages of shopping at Macy's rather than on plugging any particular item of merchandise. Store's current series of chain breaks on four New York stations—WMCA WHN WNEW as well as WOR—are largely novelty announcements stressing the savings made by Macy shoppers.

Thematic Commercials

But beginning this week Macy's is going commercial. Using the *Answer Man* on WOR each Monday, Wednesday and Friday, 7-7:15 p.m., the store will advertise on each broadcast three specific radio specials which will receive no other advertising for the next three days, giving Macy's a check on the efficiency of its radio sales talks.

Commercials will follow the program's style, being presented in question and answer form. Program will be backed up by an extensive merchandising campaign, encompassing window displays, posters, in store promotion, envelope stuffers and other advertising, all carrying a special "Q-A" symbol. Contract begins March 27 and continues for 52 weeks. Series is placed direct, although the Macy announcement campaign is handled by Young & Rubicam, New York. The *Answer Man* is broadcast on Tuesday and Thursday for Trommers beer and on Saturdays under the three-way sponsorship of New York Telephone Co., Schonbrunn & Co. (Savarin coffee) and Ex-Lax.

WPB May Query Radio On Advertising Appeals

STATIONS MAY soon be querried by WPB as to how they are handling retail broadcast selling in line with last summer's declaration of policy on retail promotion practices, it appeared likely last week [BROADCASTING, Feb. 14].

While no one in the War Production Board's Office of Civilian Requirements, the office which would logically handle such a survey, would speak for publication, it seemed evident that such a questionnaire to the industry, possibly combined with certain "suggestions" was being contemplated. It was discovered by BROADCASTING that the Government agency had solicited the cooperation of the NAB in making plans for such a survey.

CRAZY

. . . but so sensible

It's 10:45 P. M. and the curtain is up on "Bob Shannon's Rumpus Room," the Monday through Saturday WTMJ program that's as distinctive as it is sound.

That's a corner of the Rumpus Room above. Left to right are George (the chief Rumpus Room stooge), guest Glen Gray, the band leader, and Maestro Shannon.

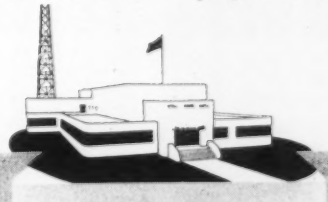
In the special "Rumpus Room" in Milwaukee's Ultra-Modern Radio City, a cross-section of the city's youngsters and oldsters have packed the studio for over an hour of unadulterated fun.

They are laughing at the mad antics of youthful, handsome Bob Shannon. They are meeting the stars of screen and radio who regularly drop in to say hello. They are listening and dancing to the records around which the program is built.

And all over Wisconsin families are enjoying the nonsense, the music *and the commercials.* Yes, they actually enjoy the commercials, for each one is woven right into the program's format.

"Rumpus Room"* is another example of WTMJ programs built to the wants and needs of Wisconsin people. It is another of the programs that have made WTMJ Wisconsin's most skillfully programmed, most popular, most "selling" station.

**A few spots still remain.*



WTMJ

THE MILWAUKEE JOURNAL STATION

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.

Britain Nurses Radio Sponsorship Idea

BBC Opposes Advertising on the Radio But Plan Is Gaining Headway

By ROBIN WALKER
British Journalist

THE INTRODUCTION of sponsored radio has been periodically mooted in Britain, and as often frustrated. Today again, a wave of public and financial interest in commercial radio has forced the topic into highlights. Half-a-dozen influential syndicates are pushing this way—the BBC says—and newspapers, long antagonistic are now throwing their weight behind sponsored stations. A decision must be made and within a reasonably short time.

It is obviously impossible to make an authoritative comment on the future of the industry, although it is quite possible that the progress towards commercializm is already completely cut and dried in the minds of those, who intend to control its operations here. What can be done is to give the most recent authoritative comments and the line-up as we see it here.

Bracken's Views

The BBC (according to Brendan Bracken, Minister of Information, speaking at the 21st birthday party of that body) will not accept advertising. He would be surprised if the British public approved of the introduction of commercial broadcasting. But he added, as though aware that public favor is not entirely pro-BBC-ish, that post war, a system of inter-area or inter-sectional stations operating under BBC control in the regions, might develop a competitive system which would dispose of the charge of monopoly.

So much for the official position. Despite that denial of interest in commercial sponsorship, British, rumor has it that executive opinion at the BBC is violently split on the subject, the younger section urging such a development, and the older statesmen anxious not to soil their lily-white purity with tainted money, which would also "call the tune". An economic factor is also involved which cannot, however, be ignored, even by the purists.

After the war it is estimated that Britain will require at least 30 television stations to cover the country for vision. That money must be found, either from increased listeners' licenses, or from sponsorship —or from both jointly.

Already Philco Radio & Television Corp. of Great Britain has bought the factory and control of the manufacturing organization of General Aircraft, thus acquiring a potential production plant for post-war years. The Radio Industry Council with the Government Council on Television has advanced a scheme whereby 85% of British homes could be linked up to television within nine months of the end of the war and operated through 12 stations relaying a main BBC program.

The first and main factor is that of public demand. British listeners are confined to two stations, the one definitely 'heavy' on educational, cultural and national propaganda, the other, devoted to entertainment and tending to monotony. A Gallup poll by one newspaper, the *News Chronicle* of London, showed approximately 50/50 demand for commercialisation and did not include the vast listening public now in the Forces, and all likely to vote for faster and more varied entertainment.

The British public will dial, say, a sponsored Bob Hope programme, even if some of the new British programmes are only a wrist turn away. Evidence of this is seen in the immense boost which Hope, Benny, Dinah Shore, and Mail Call have had since they went over the BBC. They are "national" billings in Britain today, whereas they were nonentities before.

Assuming that public preference for brighter entertainment, the position, as given by one expert, must develop along these lines. Immediately post-war, British radio manufacturers, now on mass-production war work, will leap back to mass-produced domestic radio. All-wave cheap receivers are a certainty.

Will Be Surrounded

American interests will establish themselves in Ireland, France, Belgium, Luxemburg, North Africa, and so on. Britain will be ringed by "foreigners" either on the short-wave, direct from the U. S. A. or even on older type mediumwave sets, from Ireland and the Continent. British firms, denied radio publicity, will see their markets filched by the growing popularity of sponsored products from the U. S. A. and Europe, which cannot be kept out of Britain any more than can their radio publicity. In this emergency the British Government would be required to act.

That action would result in the allocation of wavelengths for commercial broadcasting. The BBC would be retained as a cultural and non-sponsored national vehicle. Two other networks are promised by the prophets, to offer alternative programmes sponsored by advertising money.

It is also confidently anticipated that British newspapers will acquire controlling interest in such networks. While this routine is given as a speculative development of the situation, it is so logical, and is supported by evidence which I shall quote, as to guarantee its accuracy, within limits of probability.

The public attitude is actually indifference on the subject. But the BBC has been repeatedly attacked in Parliament, has many critics of its methods and has lost a host of editorial and newspapermen who find its "red-tapeism" too limiting, after working on newspapers.

Typical supporters of sponsored radio who have so declared themselves are Edward Hulton (*Picture Post*), Harold W. Eley (Dunlop Rubber), Christina Foyle (Foyle's Bookshop), J. L. Henderson (D. P. R. Ministry of Supply). Meeting at a recent convention and discussing this topic, they pointed out that Bernard Shaw might be one giant to be heard over sponsored radio. The fact that much which is banned by the BBC might be offered regularly by commercialized radio is perhaps one main reason why the intelligent Briton, as distinct from the rank and file of the nation, is supporting sponsorship.

The mass production of radio sets has been promised by leaders in the industry, but is self evident. So much for the mechanism of reception.

American Plans?

American commercial interests are already believed to be planning for post-war encirclement of Britain. Niles Trammell and John Royal of NBC have been recently in Britain. Capt Plugge, the businessman who built up prewar continental commercial broadcasting, entertained them and Mrs. Plugge staged a reception at which members of the company attended on these guests, with, as well, Members from the Commons and the Lords.

Capt. Plugge has shown himself ready to cooperate with established interests in this sphere. He is a man of great ability, initiative and of proved achievement in the sphere. Apart from this specific example of Anglo-American cooperation other Britishers are planning to enter the field, some six groups being known to have ambitions in that direction.

The advertising agencies and entertainment agencies are solidly behind commercial radio, since it offers an obvious competitive market to the limited and lowly paid market which the BBC now offers. The proposal to create two new networks, operating perhaps on the lines of British Overseas Airways, has already a precedent in New Zealand where commercial and States services have been in operation for seven years while Canada has an alternative system much on the same lines. Australia while more approximate to the American model, has also had a state service. There is no reason to assume that it will work any less efficiently in Britain.

British newspaper interests have perhaps the power to make or break commercial radio and while it is true they tried to do so in its early days and failed, there has been a complete reversal of opinion. Newspapers and owners

BIG DAY IN LIFE of Edward Carstens, the man with the knife, took place Saturday, March 4, when fellow engineers at WGN Chicago, helped him celebrate his 25th wedding anniversary and presented him with a gift. Carstens has been with WGN since 1925. Engineers present are (l to r), Clyde White, Robert Sibold, Jay Ferree, Robert Baird, Ralph Batt, Carstens, George Williams and Clyde Diderich.

ARIZONA
NEW MEXICO
THE BIG BUY OF 1853
$10,000,000
Gadsden
Purchase
THE BIG BUY OF 1944
$72.00★
★A DAYTIME QUARTER-HOUR ON THREE STATIONS
The Cowles Group
Measured against the copper hidden in its mountains and the fertility hidden in its unirrigated soil, the dollars that acquired the Gadsden-Purchase territory from Mexico were few indeed.
There's no way of hiding the tremendous resources of the rich mid-west region served by the Cowles Stations. In bushels of corn, in pork and beef, it out-produces any area of equal size, anywhere in the world. Yet for relatively few dollars, Cowles group-rates enable advertisers to extend their influence over this vast market, including:
16 wholesale centers, over 25,000.
80 retail centers, 5,000 to 25,000.
601,543 farms, each a war-industry in itself.
1,387,690 radio homes (daytime primary) with population-total far above 6,000,000.
To this entire region, Cowles Stations beam your advertising at group-rates as low as $72 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1944.
THE COWLES STATIONS
AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE
GEARED FOR RESULTS
WMT CEDAR RAPIDS WATERLOO
KRNT DES MOINES
KSO DES MOINES
WNAX SIOUX CITY YANKTON
REPRESENTED BY THE KATZ AGENCY

Some folks like
"SWING"
others prefer
"LONG HAIR"
BUT . . .
in the
"MEMPHIS MARKET"
most people prefer
*WMC!
MO.
KY.
TENN.
ARK.
MEMPHIS
MISS
Yes, Time Buyers have found that in the Memphis market, WMC is tops in shows, and, it follows naturally, listening audience. Thirteen of the first fifteen shows on the air are heard over WMC, the pioneer radio station of the Mid-South.
★
The NBC Station of Memphis
WMC
MEMPHIS, TENN.
★ 5,000 WATTS DAY & NIGHT
★ NBC NETWORK
• OWNED AND OPERATED BY THE COMMERCIAL APPEAL
• REPRESENTED NATIONALLY BY THE BRANHAM COMPANY
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

are now backing sponsored radio as something which will be complementary to their own advertising medium, and believe there is room for both.

Edward Hulton, of *Picture Post*, said recently that sponsored advertising by radio had not hurt American publishers and he did not think that here, they would hurt the press in any way. Today British newspapers are at an all-time-high. They have lost their fear of commercial radio. They are even ready to encourage it and discreet paragraphs are appearing in many of the papers owned by the bigger publishing groups, suggesting that commercial radio must come.

Cooperative Basis

The press peers are obviously intending that it will come and this week a prominent publisher stated off the record that the Newspaper Proprietors Association and the Newspaper Society must make up their mind to take a share in the control of this new development and assure control of the air for themselves. It is confidently believed that, because of their ability to gather news and features, this development must of necessity eventuate with a British newspaper-radio combine system operating harmoniously and profitably on a cooperative basis.

How soon can these changes be made—as it is confidently believed they will have to be—if present trends are any indication? The BBC monopoly ends Dec. 31, 1946, when its charter expires. If the war ends sooner, a move may be made before that date, dependent on how definitely the move has progressed in the interval. An internal struggle is proceeding meantime and must continue to fester until the ultimate setup is known. Each of the interested groups is jockeying for position and in the two years which must intervene until a positive change can be effected, much may happen. Some may be killed off, others may develop. Some positive arrangements have probably already been completed, involving U. S. participation in Ireland or on the Continent, and other groups are striving to duplicate these. Sponsored radio will undoubtedly come, and by 1947, but there is going to be a lot of excitement in financial circles meantime.

Charter Problem

Asked for an official statement as to the possibilities of sponsored radio in Great Britain, BBC officials refused to give any positive answer except to say: "The BBC cannot make any official statement about the possibility of commercial radio in Britain nor can it express any opinion. By the terms of the charter of the BBC the corporation is charged with the responsibility of carrying on broadcasting according to its present constitution. The charter of the BBC is renewable in 1946; it is dependent ultimately on any new measures that Parliament may see fit to introduce or confirmation in its present form, whether there will be any commercially sponsored radio."

The system of monopolistic broadcasting gives a very positive power to the Government policy which it follows and that a very active minority opinion may be entirely overlooked or at least given scant attention.

There have been criticisms even that we in Britain while sneering at the state-controlled Nazi broadcasting propaganda weapon have ignored that we in this country have just as powerful a propaganda machine, although it has been proved to be a truthful machine in actual operation.

For these and many allied reasons public opinion here is tending towards some system more on the lines of the U.S.A. plan. That does not deny the valuable work done by the BBC in the cultural, educational and similar spheres, and the occasional brilliant efforts of particular occasions. But it does mean that we are less inclined to be spoonfed than we were and more anxious to allow competitive talent an opportunity to offer its wares on the radio as well as in the press and by public speech.

Construction on WELO To Be Completed Soon

CONSTRUCTION of studios and offices for WELO Tupelo, Miss., is practically complete, it has been announced by Bob McRaney, general manager of the radio interests of Capt. Birney Imes Jr., owner of the station. Work on the transmitter building has begun, it was also stated.

Mr. McRaney reported that the station has signed as a full Mutual affiliate and has also arranged for AP news service and Standard and Keystone transcription library service. WELO will use a 200 foot Windcharger radiator antenna and RCA 250-D Delux transmitter. RCA studio equipment is also scheduled to be used. WELO is a new member of the NAB.

Vano on Coast CBS

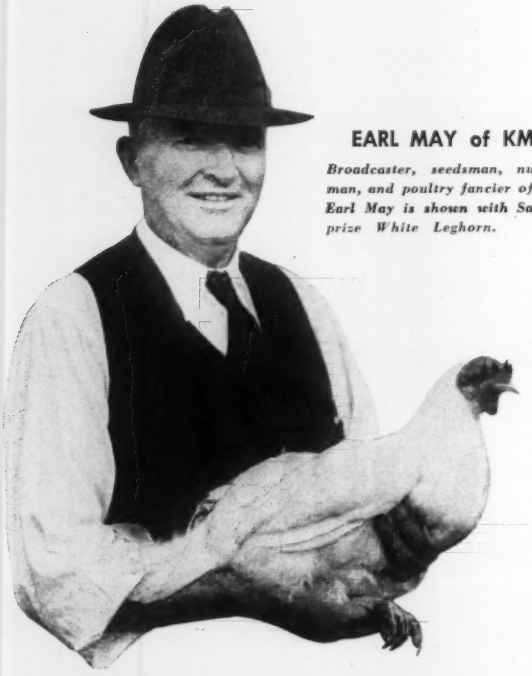
CHEMICALS, Inc., Oakland (Vano), on April 23 starts a quarter-hour Sunday night variety show over eight CBS Pacific Coast stations (KQW KNX KGDM KOIN KFPY KIRO KARM KROY). Contract is for 52 weeks. Account was placed by Garfield & Guild, San Francisco.

Constance Hope to Victor

CONSTANCE HOPE, head of Constance Hope Associates, publicity agents, will become director of Artist Relations for Red Seal Records April 1, according to an announcement last week by James W. Murray, general manager of RCA Victor Record activities. Miss Hope's publicity firm merged recently with that of Earl Ferris, although separate offices are maintained by each organization. Constance Hope Associates will be changed to Hope Associates Corp. on April 1. It is not known to what extent Miss Hope will continue her connection with the publicity firm.

No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network



EARL MAY of KMA

Broadcaster, seedsman, nurseryman, and poultry fancier of note, Earl May is shown with Sarah, a prize White Leghorn.

EARLY BIRDS!

Earl May founded KMA in August, 1925. That made him a real pioneer in radio—and he's been pioneering ever since. Almost immediately he inaugurated a system of regular USDA releases with Sam Pickard, then Assistant to Secretary of Agriculture Jardine. In October, 1925, he originated an early morning program at 5:30 a.m. Its success startled almost everyone but him—and a new radio field was discovered!

In 1926 he developed audience participation shows when most broadcasters were trying to keep visitors out of their studios. That same year he won the *Radio Digest's* national poll for "the most popular announcer".

In 1927, he built the KMA studio auditorium which seats 1000. In 1928 he arranged for KMA newscasts compiled direct from press wire services—which most broadcasters have done in only the past 8 years. No wonder KMA is the "No. 1 Farm Station in the No. 1 Farm Market". No wonder KMA devotes 70% of its time to the specific needs of its *regional* audience—that listeners send KMA 500,000 pieces of commercial mail each year! No wonder KMA is *the* station to deliver this rich farm market for *you!*

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office to arrange your KMA schedule now.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

OWI PACKET, WEEK APRIL 17

Check the list below to find the war message announcements you will broadcast during the week beginning April 17. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
War Bonds	X	X	X	X	X	--	--
V-Mail	X	--	--	--	--	--	--
Play Square With Gasoline	X	--	--	--	--	--	--
Victory Gardens	--	--	X	--	X	--	--
Ceiling Price Lists	--	X	X	--	--	--	--
SPARS	--	--	--	X	X	--	--
Save Paper	--	--	--	--	--	X	X

See OWI Schedule of War Messages 104 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

V-Mail and SPARS Subjects on OWI Radio Bureau Packet for Week April 17

TWO SUBJECTS return to the OWI Domestic Radio Bureau packet for the week beginning April 17 after several months absence, three are continued from the previous week, and two others reappear after a short lapse.

Scheduled for Network Allocation, the V-Mail campaign is again a leading subject as the increasing number of troops now overseas causes further demands upon postal facilities. Messages will emphasize the vast amount of cargo space made available in ships and planes from the accumulated savings of millions of V-Mail letters.

More than 5,000,000 pounds of cargo has been saved through use of the V-Mail forms since the service was inaugurated in June, 1942. This is the equivalent, OWI points out, to two full Army divisions, more than 1,300,000 units of blood plasma, or 500,000 Garand automatic rifles.

Appeals for SPARS

Also back on the packet is the recruiting campaign for SPARS, the Women's Reserve of the U. S. Coast Guard. Transcribed messages, scheduled on the station announcement plan, will urge women, aged 20 to 36 inclusive, married or single, with no children under 18, to call at their nearest Coast Guard Recruiting Station for information about this branch of the service.

Sponsorship possibilities for the announcements include women's stores supplying uniforms, general advertisers who buy time or space for War Bonds, and other business firms in non-critical labor areas.

Campaigns carried on from the previous week are War Bonds, Play Square With Gasoline, and Victory Gardens. The last named subject is scheduled for transcribed messages available for sponsorship by hardware, department, seed, variety and nursery supply stores.

Ceiling Price Lists, assigned for Station Announcement allocation, is another phase of the overall Home Front Pledge campaign which emphasizes paying only ceiling prices, consulting ceiling lists, and paying points in full.

Save Paper, scheduled on National Spot, continues previous appeals to save every type of waste paper and sell it to a junk dealer or donate it to a salvage organization.

Barbasol Discs

SUPPLEMENTING its two network news programs Gabriel Heatter Mutual, and Deane Dickason, CBS West Coast, Barbasol Co., Indianapolis, producer of shaving cream and other shave products, last week began a quarter-hour transcription *The Arthur Godfrey Show* in 20 major markets throughout the country. Mr. Godfrey, who has two early morning live one-man variety shows on WABC New York, serves as m.c. of the Barbasol program, musical variety feature with music supplied by Ray Sinatra's orchestra, Lillian Lane, soloist, and the Barbasol Quartet. Series started Monday, March 20 on a thrice-weekly basis in selected markets in the South, West Coast, East, Midwest, with heaviest concentration in the two latter areas. Station schedule includes WTOP KMOX WABC WEEI WGAR WBAL KGW WWL WCAU KRLD WICC WISH WFBM WJAS KLZ. Agency is Erwin, Wasey & Co., New York.

Tavern Series

LOCAL tavern associations will join in a nation-wide campaign late this month in an effort to combat the belief that local tavern owners contribute to juvenile delinquency by serving liquor to minors. Taverns will sponsor local spot announcements and newspaper ads prepared by Allied Liquor Industries, New York, under supervision of Clarence Dufek, field educational director. Helen Sprackling, head of the Woman's Division, will supply material to women program directors. Allied will distribute weekly news letter along the same lines to liquor advertisers for use in their advertising. Biow Co., New York, is advertising agency of Allied Liquor.

WHAT A SPOT FOR A TRIAL BALLOON!

Touching the tips of Lakes Michigan and Erie is a round region of 2,300,000 people, divided about evenly as farmers and city dwellers, and served by Westinghouse Station WOWO, Indiana's most powerful station.. Near the center of the nation's population, this area is a circular segment of Typical America.. the ideal spot in which to groom your radio program for the networks. In fact, sagacious advertisers often use WOWO for such testing.

In addition to a market that is primary and by no means secondary, WOWO offers programming facilities that mesh marvelously with those of your agency. Ask NBC Spot Sales about WOWO.

WOWO
FORT WAYNE
Indiana's most powerful station

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

SUCCESS STORY from

From WCFL Chicago

March 10, 1944

Mr. P. L. Deutsch, President
World Broadcasting System, Inc.
711 Fifth Avenue
New York 22, N.Y.

Dear Mr. Deutsch:

I have been telling you how pleased we have been with the various aspects of World Library Service. Our program department has furnished me with a list of the programs which we are now using for commercial and sustaining purposes. At the present time, 30 programs a week, using your transcriptions, are being aired over our station with 19 of these sold to advertising sponsors.

I have instructed our program department to audition at least one World show in every sales meeting and to discuss other World programs at the same time. The idea has clicked. Our salesmen definitely are enthused as the list of programs shows.

With the results already obtained we are confident that within the near future we will secure additional sponsors.

Sincerely,
Howard T. Keegan
Howard T. Keegan,
General Manager

DUKE ELLINGTON

CHARLIE SPIVAK

DOROTHY LAMOUR

Among the
WORLD'S BRIGHTEST STARS
and Hundreds of Others

CARMEN CAVALLARO

WOODY HERMAN

DICK HAYMES

the Files of WBS

WORLD PROGRAM SERVICE

Subscribers Have the

Outstanding Library Service

of the WORLD today

Here's what World Program Service delivers to its subscribers, and why WORLD PROGRAM SERVICE more than pays for itself.

TOP TALENT . . . The greatest array of exclusive talent in any library . . . top artists in every field of entertainment, with 30 new stars since September.

TOP TUNES . . . Week after week World subscribers have the most important tunes on the air . . . while they're new and news.

TOP SELECTIONS . . . Over 4300 with 50 or more additions every month.

THE GREATEST VARIETY of music in any library . . . all types for all program needs.

QUALITY RECORDING . . . Life-like reproductions . . . from World's Wide Range Vertical Cut recordings, pressed in pure vinylite.

RARE SHOWMANSHIP . . . Every production supervised by top showmen in the entertainment world . . . men who know what the public wants . . . and how to give it to them.

SALES MAKING CONTINUITIES . . . 78 complete shows per week, equal to 22 hours, with proved advertising acceptance.

COMPLETE EQUIPMENT . . . Includes disc filing system, disc cabinets, three-way card system and cabinets.

Write us today and we will show you what the Quality Library of the WORLD can mean to your station.

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Clark Calls for Law to Curb Petrillo

Interlochen Camp Head Tells Committee Of AFM Curb

PROPOSALS for specific legislation to prevent James C. Petrillo, president of the American Federation of Musicians, from interfering with broadcasts of school bands and orchestras were asked last week by Sen. D. Worth Clark (D-Ida.), chairman of the Senate subcommittee investigating the AFM.

Following testimony by Dr. Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., that Mr. Petrillo had stopped the summer programs which had been broadcast from the Camp for 12 years, Chairman Clark called upon Rosel H. Hyde, assistant general counsel of the FCC, and J. Joseph Herbert, counsel for Interlochen, to prepare legislative drafts for submission to the Dept of Justice for study.

Platter Turners

The Committee also heard testimony regarding network contractual negotiations with the AFM on the employment of platter turners. Ralph Colin, CBS counsel, read into the record a telegram sent to J. Harold Ryan, newly-elected president of NAB, that the network had agreed to recognize AFM jurisdiction over platter turners in all CBS-owned stations with the stipulation that no jurisdictional dispute would be involved. Mr. Ryan was advised by Frank White, CBS vice-president, that President William Green of the AFL had transferred this activity some years ago from the International Brotherhood of Electrical Workers to the AFM.

At the outset of the hearing, Chairman Clark explained that he had reconvened the Committee to hear the testimony of Dr. Maddy and that no further sessions were in prospect for the present. He referred to the WLB panel recommendation to terminate the AFM strike against the transcription industry, expressing satisfaction that the "spade work" done by the Committee resulted in the Board taking jurisdiction. He stated, however, that inasmuch as the case is still before the Board he would not comment on the panel's findings.

Dr. Maddy told the Committee that his appearance had no relation with the AFM ban on transcriptions and recordings and that he had no commercial purpose in testifying on the Interlochen situation. Pointing out that Mr. Petrillo has extended his action in Michigan to all school bands and orchestras in the U. S., the witness declared the issue presented a challenge to the authority of the Government.

"I am here", he said, "because I believe it to be the duty of Congress to see to it that private interests shall not monopolize this great new facility to the exclusion of its use for the public welfare in the field of music education."

Dr. Maddy quoted from Mr. Petrillo's published report in the *International Musician*, official journal of the AFM, in which the union leader asserted: "Nor was there in the year 1943 any other school band or orchestra on the networks and there never will be without the permission of the AFM."

The witness emphasized he was in full sympathy with the AFM efforts to obtain maximum employment for its members, that he himself has been a member of the AFM for 35 years, that he has played with the Minneapolis and other symphony orchestras, and still maintains membership in the AFM local in Richmond, Ind.

Chicago Situation

He recalled that during 1917 and 1918, during which time he was in close contact with an AFM local in Chicago, the AFM membership in that city was about 3,000, of whom only 800 earned their livelihood by music. The others had other employment and joined the union to supplement their earnings by occasional musical work.

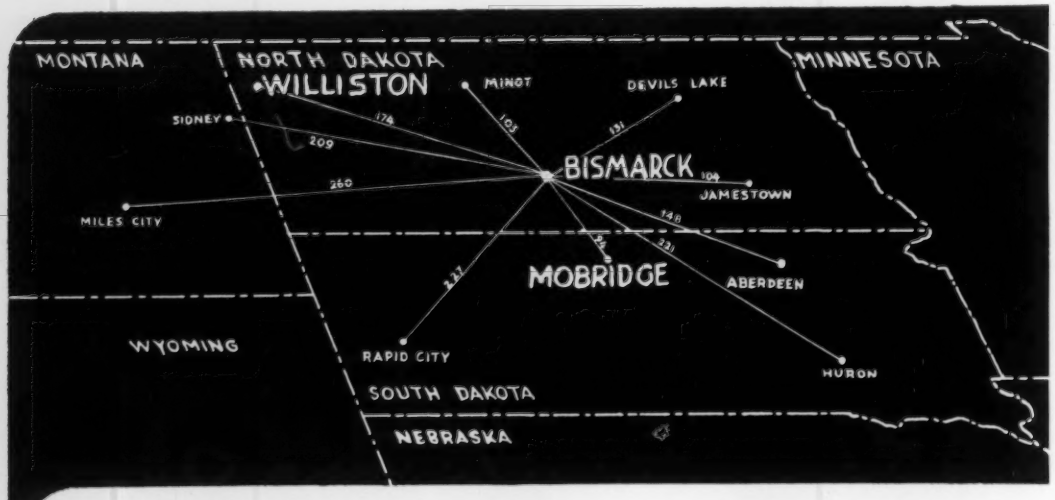
In 1943, he continued, Mr. Petrillo reported that the Chicago AFM membership was 11,000, of whom 6,000 were regularly employed. "Apparently in Chicago there were eight times as many fully employed union musicians in 1943 as there were in 1918, before the advent of radio, sound film and the juke box", he said.

Dr. Maddy said "no other country in the world has experienced such a musical awakening as has the United States during the past quarter-century."

He said that as a leader in the school band and orchestra movement and as past president of the Music Educators National Conference he had worked harmoniously with Mr. Petrillo's predecessor, Joseph N. Weber. But Mr. Petrillo, he said, has maintained a hostile attitude toward school music for many years. He quoted the present AFM leader as telling the treasurer of the National Music Camp in 1941: "Maddy and all other music educators are murderers. They are training musicians to take the bread and butter from union musicians, causing them to starve to death."

"Petrillo decries the cultural value of music," Dr. Maddy asserted. "To him music's only value is to provide a means for members of the musician's union to earn money."

While in charge of an NBC sustaining series to demonstrate the achievements of school music groups, Dr. Maddy testified, Mr.



This is the fifth of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are relatively small markets . . . . but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? . . . favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

	Williston		Mobridge	
Favorite daytime station	KFYR	91.3%	KFYR	100.0%
	Next Station	4.3%	Next Station	.....
Favorite nighttime station	KFYR	52.1%	KFYR	60.9%
	Next Station	8.8%	Next Station	8.8%
Retail sales per family (1939) (National Average—1939: $1,206)	(est.)	$2,103		$1,952
Airline miles from Bismarck		174		94

Ask any John Blair man for the complete KFYR coverage story

KFYR Bismarck
550 Kilocycles • N. Dak. • 5000 Watts

STANDARD OIL COMPANY OF NEW JERSEY

PUTS THE

ESSO REPORTER on WSPA

WSPA proudly announces that as of March 27 we begin broadcasting the *Esso Reporter* four times daily and twice on Sunday.

By adding WSPA to the list of 37 stations already carrying the *Esso Reporter,* the Standard Oil Company of New Jersey points up the fact that during recent months the radio coverage picture in the thickly populated Piedmont section of the Carolinas has greatly changed.

Spartanburg is the "Hub City" of the Piedmont. With over a million people and 148,000 radio homes within our good service area, WSPA serves the heart of this prosperous section of humming textile mills and fertile farm lands.

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all *outside* stations combined had only 8.3 per cent of the radio listeners.

Standard Oil of New Jersey, like many other advertisers, were interested in full coverage of this important market. They investigated, gathered all the facts and ordered WSPA for the *Esso Reporter.*

And, so, WSPA welcomes Standard Oil of New Jersey as our *132nd* advertiser.

WSPA **Spartanburg, South Carolina...**
5000 Watts day...1000 Watts night...950 Kilocycles
South Carolina's FIRST Station...Represented by Hollingbery **CBS**

Petrillo forbade any school instrumental musician to take part when the program originated in Chicago.

He said that Mr. Petrillo even refused to permit student demonstrations of educational procedures at the Chicago convention of the Music Educators which were for the convention only and were not being broadcast.

No Regard for Codes

Counsel Bingham asked the witness: "Suppose you had just ignored Petrillo and gone ahead with the demonstrations?"

Dr. Maddy replied that the convention was at the Palmer House where the union had a closed shop contract and Petrillo could call off the hotel musicians.

He testified that Mr. Petrillo has no regard for codes of ethics established in several states to eliminate misunderstandings between school groups and union musicians. He said that codes in Ohio and New York were broken by Mr. Petrillo's orders in 1942 when the AFM leader prohibited the broadcasting of programs from the Cincinnati Conservatory of Music and the Eastman School of Music in Rochester, N. Y. Dr. Maddy testified Mr. Petrillo's action in 1942 in banning the summer broadcasts from Interlochen did not have the approval of the majority of the union musicians. He said he talked to a great many of them who expressed themselves substantially as follows: Of course we do not favor the banning of broadcasts from Interlochen, but we dare not say so in public for fear we will be thrown out of the union.

ANNUAL CITATION OF MERIT, presented by the Poor Richard Club, Philadelphia, one of the oldest advertising clubs in America, is presented to Mark Woods, president of the Blue Network, by Peter Schaubel, president of the club (BROADCASTING, March 6). Present were (l to r) Roger W. Clipp, president, WFIL; Edgar Kobak, Blue executive vice-president; Dr. Robert L. Johnson, president, Temple University; Mr. Woods, Mr. Schaubel, Edward Noble, chariman of the Blue board.

He said the National Music Camp had broadcast weekly programs for 12 years without a protest from anyone and that the broadcasts had become a traditional summer feature, coming at a time of year when professional symphony orchestras were disbanded and thus serving a national cultural need.

"Except for one season when the program was commercial, under arrangements with a previous AFM leadership to help the Camp raise much-needed funds, the Interlochen programs have been public service sustaining, he pointed out. A paid standby orchestra was always maintained in the NBC New York studios for all the broadcasts, so there is no basis for any claims that the programs interfered with employment of union musicians.

"The flood of indignation against Mr. Petrillo's act in banning these broadcasts is indicative of the attitude of the people of the United States toward such curtailment of the freedom of the air in broadcasting", he declared. "No man can deny that this ruling is in direct violation of the law governing radio broadcasting, which states that all broadcasting shall be 'in the public interest, convenience and necessity.'"

Ignored Appeal

He testified that Mr. Petrillo ignored appeals by students of Interlochen asking his reasons for banning the broadcasts. The AFM president, in a letter to Chairman Fly of the FCC on July 30, 1942 stated: "It is easy to understand that the more free music the radio stations receive, the less need for the professional. That was the primary reason for opposing the broadcasting of the concerts from Interlochen".

Dr. Maddy testified that a Government agency investigated the charge of Petrillo that Interlochen is a commercial project and found that the National Music Camp is a "non-profit educational institution in the strictest sense of the word". He said that after 16 years of operation the Camp is still striving to pay off the original construction costs. He pointed out that the camp is affiliated with the U. of Michigan and that the State of Michigan contributes to its support.

"If the National Music Camp is a commercial proposition, so are Yale and Harvard, the U. of Michigan, and all other colleges and universities," Dr. Maddy asserted.

"I challenge Mr. Petrillo," he continued, "to cite a single instance within the past 10 years when the broadcasting of any school band or orchestra has deprived any union musician of a

(*Continued on page 32*)

For GREATER SALES in GREATER ST. LOUIS

KSD
IN ST. LOUIS

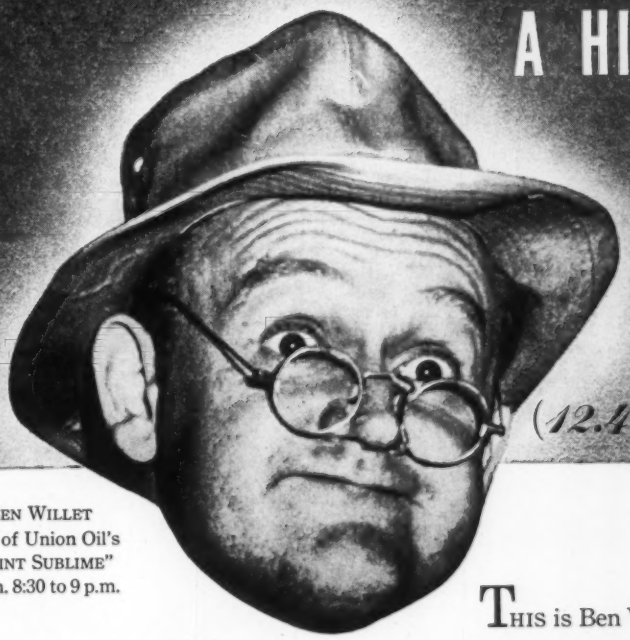
IT IS 225 MILES FROM KSD TO THE NEAREST OTHER BASIC NBC OUTLET

In the prosperous area where St. Louis is the center KSD is the only basic NBC Network Station

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.

I SWITCHED TO DON LEE AND GOT A HIGHER HOOPER



(12.4) in thirteen weeks

BEN WILLET
Star of Union Oil's
"POINT SUBLIME"
Mon. 8:30 to 9 p.m.

THIS is Ben Willet, the star of Union Oil's "Point Sublime." No wonder he's smiling. His show has the highest Hooper rating of any regional show on the Pacific Coast. "Point Sublime," until recently, was on one of the other major networks with a Hooper of 8.9 in the 4 regularly Hooper rated cities. In only 13 weeks on Don Lee, same show, same cities—Hooper 12.4.

With a 12.4 in Los Angeles, San Francisco, Portland, and Seattle, imagine the job this show is doing outside these cities, where Don Lee controls 60 to 100% of the tune-ins in many markets. (This fact was established by a recent 276,019 coincidental telephone survey by C. E. Hooper). It just goes to prove what we've been telling you all along . . . a good show will reach *more* people on Don Lee than the same show on other networks. In fact, unless a show is broadcast on Don Lee it *can't* reach all of the people on the Pacific Coast no matter how good it is.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
Represented Nationally by John Blair & Co.

THE NATION'S GREATEST REGIONAL NETWORK

A REPORT:

SINCE AFM RECORDING WAS RESUMED LAST FALL

STANDARD RADIO subscribers have received MORE THAN

570 new musical numbers including:

EVERY TUNE ON THE HIT LIST

played by Name Bands like

FREDDY MARTIN
JOE REICHMAN
HENRY BUSSE
HAL McINTYRE
JAN SAVITT
RAY NOBLE

. . . . *and* NAMES, NAMES, NAMES

in every Category of MUSIC, CONCERT to HILL BILLY

DENNIS DAY (Jack Benny Show)
NORA MARTIN (Eddie Cantor Show)
CHARIOTEERS (Bing Crosby Show)
DINNING SISTERS (National Barn Dance)
ART TATUM—World's Greatest Jazz Pianist
KING'S MEN } (Fibber McGee
BILLY MILLS Orchestra } and Molly Show)
PAUL BARON'S CBS Orchestra
VICTORY MILITARY BAND
EARL TOWNER Concert Orchestra
and others

plus—MORE THAN ***3,000*** top-notch Selections already in our library.

STANDARD RADIO LEADS . . . .

. . . Serves more radio stations
. . . Gives more selections monthly
. . . Has more names
. . . The most "commercial" Library Service

Standard Radio

One East 54th Street
NEW YORK 22

360 N. Michigan Ave.
CHICAGO 1

6404 Hollywood Blvd.
HOLLYWOOD 28

Standard Radio

ANNOUNCES

THE OPENING OF A

NEW YORK OFFICE

at

ONE EAST 54th STREET

PHONE: PLAZA 3-6690

in charge of

Mr. ALEX SHERWOOD

EFFECTIVE April 1st, 1944, our New York office will assume the complete servicing of Standard Radio's eastern clientele. Standard Radio Program Library subscribers in the east, heretofore contacted from our Chicago office, will now be handled directly from New York by Mr. Sherwood. The New York office will also take over the full stock of all Standard Radio Super Sound Effect records, replacing our former eastern Sound Effects representative.

Clark Calls for Law

(*Continued from page 28*)

dollar of income. I further challenge Mr. Petrillo to cite one instance wherein his rulings of the summer and fall of 1942, banning Interlochen and other school music groups from the air, have resulted in a single dollar of additional income to any member of the musician's union."

Sees Dangerous Trend

He declared that if the present situation is not curbed, "in the not too-distant future no speaker will be permitted to talk over the air unless he is a member of, or obtains permission from, some union."

Dr. Maddy said he had received many letters from members of Congress, all of which say that there is nothing that can be done about restricting Mr. Petrillo.

Sen. Vandenberg (R-Mich.), who attended the hearing, pointed out that students at Interlochen come from every state in the Union. He said that Dr. Maddy was much "too modest" in describing the camp. The Senator called it one of the great institutions of the nation, "a great romance" in musical education. He said that he was proud that his daughter, a concert pianist, was one of its students.

FCC Investigated

Mr. Hyde told the Committee the FCC had sent an investigator from its Chicago office to Interlochen as a result of protests against the Petrillo ban on the broadcasts to determine whether the camp is commercial.

Questioned by Sen. Vandenberg, Mr. Hyde said he could not testify for the Commission but that his own opinion was that the camp is not a commercial enterprise.

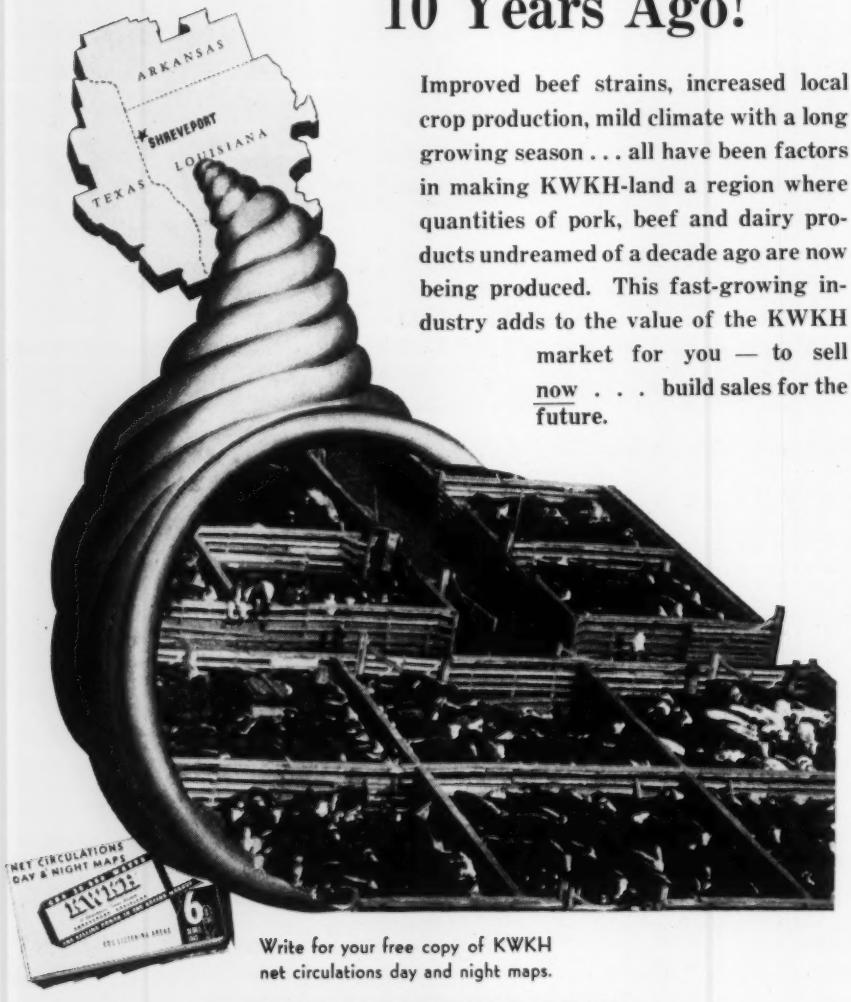
In calling for legislative proposals, Chairman Clark recalled that previous measures had been offered but were regarded by the Dept. of Justice as unconstitutional.

"I believe the Congress is thoroughly out of sympathy with Petrillo's action in the Interlochen case and would like to remedy the situation," he said. "I assure you we won't let the matter drop if we can find some legal way out."

AFM Meets June 5

FORTY-EIGHTH convention of the American Federation of Musicians will be held June 5 at the Stevens Hotel in Chicago.

Undreamed of 10 Years Ago!



Improved beef strains, increased local crop production, mild climate with a long growing season . . . all have been factors in making KWKH-land a region where quantities of pork, beef and dairy products undreamed of a decade ago are now being produced. This fast-growing industry adds to the value of the KWKH market for you — to sell now . . . build sales for the future.

Write for your free copy of KWKH net circulations day and night maps.

C B S
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

ERVA GILES 20TH
WFIL Entertainer Observes Anniversary

ONE OF THE PIONEER entertainers in radio, Erva Giles who is today musical director of WFIL Philadelphia, celebrates her 20th radio anniversary this month. She first entered radio in 1924 at WJZ New York where she auditioned for a singing job following which she became the star of the *Royal Typewriter Hour*, the *Friendly Fuller Hour* from Hartford, heroine of the *Ruud Light Opera Co.* and became one of radio's first commercial singers. She also appeared as guest star on some of the better commercial programs of the day and frequently as intermission soloist on the Saturday night broadcasts of the New York Philharmonic concerts.

Miss Giles

Prior to her arrival in New York she studied voice and piano and after her start there she sang fill-in songs between the interrupted periods, frequent in radio of that day. She later made concert appearance throughout the East with Edward Morris, pianist, and later served as vice-president of the Edward Morris publishing firm. She was at that time married to Mr. Morris.

In 1935 she became staff soprano at WFIL Philadelphia and later assumed her position of musical director for the station. She now devotes a good deal of her spare time to teaching young people voice culture.

Esso Adds

STANDARD OIL Co. of New Jersey starts *Esso Reporter* on WSPA Spartanburg, March 27, making a total of 38 stations to carry the 26 times weekly local five-minute news spots. Other stations to be added since the first of the year are: WPRO Providence; and WJHL Johnson City. Agency is Marschalk & Pratt, New York.

Birds Exempt

WHETHER James C. Petrillo, AFM president, has the power to control the music of the birds was asked during testimony last week of Dr. Joseph E. Maddy, president of the Interlochen (Mich.) Music Camp, before the Clark subcommittee investigating the AFM. After Herbert M. Bingham, committee counsel, had quoted testimony taken in January, 1943, in which Petrillo's counsel, Joseph A. Padway, had said the Interlochen camp had become "a fine thing" for Dr. Maddy, with "a beautiful home, birds singing, etc.", Sen. McFarland remarked to the witness: "I guess there hasn't been any ban on those birds singing, has there?"

ALL NIGHT they are listening to WBAL in 22 Eastern states

Since W B A L has been on the air all night every night, even we at the station have had some surprises.

When we began to get mail—*including "cash enclosed" orders*—from 22 Eastern states we realized that W B A L was really blanketing the East from midnight to dawn.

Here's how we figure it out: There are a lot of people listening to the radio at different hours of the night—not only in the big industrial centers, but all through the country.

It happens that W B A L is one of the few stations that can be heard clearly in these "wee" hours—and one of the few who broadcast something worth listening to! It is the ONLY 50,000 watt station on the Atlantic seaboard outside of New York on the air all night, every night. And its ALL NIGHT STAR PARADE is building a fine audience—widely scattered, but huge in the aggregate.

The 22 Eastern states covered by W B A L at night have a population of more than 75 million. You need only reach a very small percentage of that number to make your advertising at W B A L's low midnight-to-dawn rates pay off in a big way.

Talk it over with the Petry representative.

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

ALL NIGHT STAR PARADE

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Non-Sponsored Use of Movies for Video Provided Under New War Dept. Plan

APPROVAL of arrangements whereby War Dept. motion pictures and newsreel releases will be made available for television broadcasting on a non-sponsored basis and for simultaneous release was disclosed last week, with the service immediately available to NBC.

Pool Suggested

Col. Curtis Mitchell, chief, Pictorial Branch, of the Army's Bureau of Public Relations, advised John F. Royal, NBC vice-president, that procedures had been approved working toward handling of future as well as present requirements for telecasting. Copies of the letter, responding to an inquiry from Mr. Royal, also were sent to Gilbert Seldes, CBS television director, and Edmund (Tiny) Ruffner, Mutual, who had made inquiries.

The department requested that television broadcasters form a "television film pool" representing all broadcasters who want Army film, with which the Department could deal as a whole. This parallels arrangements made in other pictorial and news fields. The release date for television War Department film, it was specified, will not precede the date on which the same material is available to the American public through motion picture theatres.

Col. Mitchell's letter follows in full text:

Your company has inquired into the availability of War Dept. motion pictures and newsreel releases for the purpose of television broadcasting.

We appreciate your interest and also are aware of the potentialities of the medium you represent. We are attempting therefore to initiate procedures in connection with supplying you with the film material that you now request which will satisfy future requirements as well as those of the present.

The War Dept. has two types of film material in which you are interested. The first of these is represented by those complete pictures which have been produced by or for the Army such as "Battle of Russia," and "Price of Rendova". We are now assembling a catalogue of appropriate titles and will inform you within a few days of film content as well as how those films may be obtained in New York City.

The second type of film is that contained in our War Department newsreel releases. As already explained to you in person, we are required by War Dept. policy to give equal treatment to all. It is obviously impossible to supply a copy of all our releases to each television station which desires one. Our busy facilities and lack of time prohibit it. So we must ask that you as well as other television broadcasters form a television film pool, representing all broadcasters who want our film, with which the War Dept. can deal as a whole. In this way, we will be able to give your industry access to our films with a minimum of raw stock waste and lost motion due to separate contacts between us and the individual members of your group.

Pending this formation of a television film pool, we can begin almost immediately to supply NBC with a complete fine grain duplicate of all official War Dept. releases subject to the following conditions:

a. At the earliest opportunity, you will undertake to form a television film pool consisting of all televisors who wish to utilize Army film material, with agreements regarding sharing of processing expenses and establishing release dates suitable to War Department.

b. You will receive this film as steward for all televisors and will give them equal access to it provided they agree to bear their proportionate share of expenses of processing and printing.

c. It is also understood that you and other prospective users will agree on a simultaneous release date so that no one televisor may enjoy advantage over any other.

d. Until the pool is established, the cost of processing fine grain dupe will be charged to National Broadcasting Company at established library cost based on footage released by Signal Corps Photo Center at Astoria, Long Island, and we understand that you take responsibility for full payment until such date as the pool itself is organized and assumes responsibility.

e. There will be no sponsorship of War Department film by commercial advertisers.

f. The release date for televising War Department film will not precede the date on which same material is available to the American public through motion picture theaters.

If the above conditions are agreeable, on receipt of your acceptance, we will authorize the Signal Corps Photographic Center to deliver a fine grain dupe of all our newsreel release to you.

I am sending a copy of this letter to Mr. Gilbert Seldes of CBS, and Tiny Ruffner of MBS with whom I have already discussed their use of these film materials.

Wiley Co. Sponsors

GEORGE WILEY CO., Clay Center, Kan. (Wiley's Fishing Calculator) began sponsorship, March 6 of a schedule of varied five-minute to quarter-hour live announcements on the following stations: KWTO WWVA KFAB KVI WDGY WDZ WKRC KMA WMMN KFEL KSOO KMMJ WEAU WOWD KILO WDAY WDBO with more to be added. Contracts run through June. Agency is First United Broadcasters, Chicago.

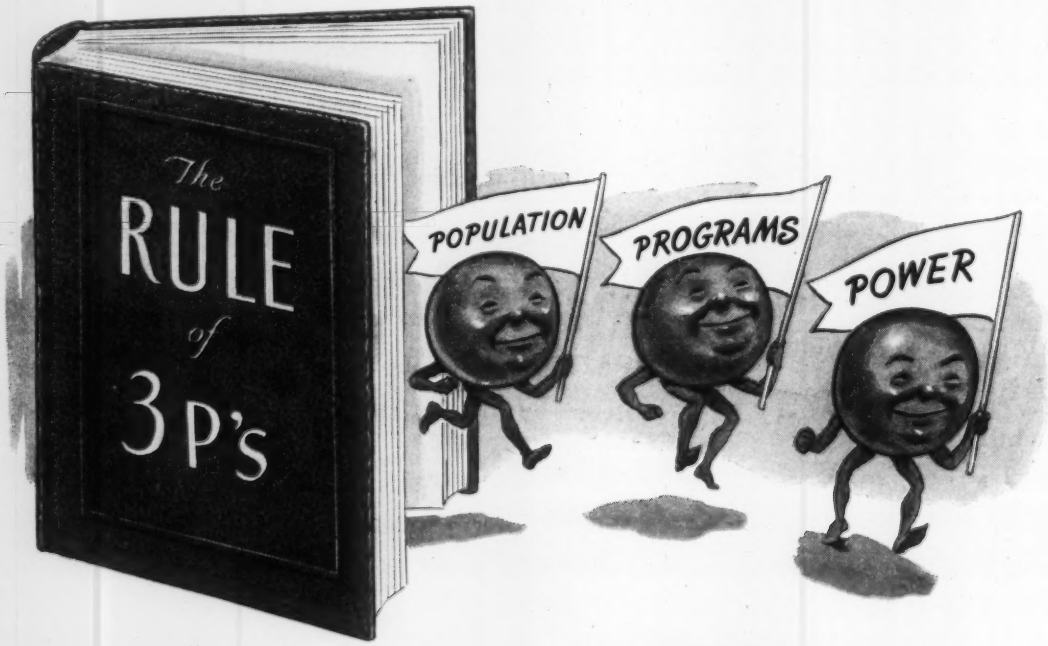
Schenley Shift

ADVERTISING for Cresta Blanca wine, product of Schenley Import Corp., New York, now handled by William H. Weintraub & Co., New York, will be shifted to BBDO, New York, June 1. Shift is believed to be tied in with a reorganization of Schenley's marketing and distribution set-up, details of which are not available. Agency change would affect *Cresta Blanca Carnival*, the CBS program, while *Dubonnet Date*, the Xavier Cugat show on Mutual, would continue under Weintraub, which retains Dubonnet and Coronet wines. Parent company is Schenley Distillers Corp., New York.

Blue Outlets

THREE MINNESOTA stations organized recently as part of the Dairyland Network, have been added to the Blue Network as basic supplementary outlets, available only with WTCN Minneapolis-St. Paul, Blue-DN station. The total number of Blue affiliates now amounts to 181.

The new stations, all operating fulltime with 250 w, are: KATE Albert Lea, 1,450 kc, owned by Albert Lea-Austin Broadcasting Co.; KWLM Willmar, 1,340 kc, owned by Lakeland Broadcasting Co.; and KWNO Winona, 1,230 kc, owned by Winona Radio Service. Network per evening hour for the three stations, available and sold only as a package, is $120.



WOOD in Grand Rapids is the only Western Michigan station that can deliver the unbeatable combination of POPULATION — PROGRAMS — and POWER in Michigan's greatest market outside Detroit.

GRAND RAPIDS

is larger than the next three Western Michigan cities — Kalamazoo, Muskegon and Battle Creek — *combined.* Recent listener surveys in Grand Rapids show that WOOD continues to average better than 2 to 1 *over any other station anywhere.* That's why 69 National Advertisers are currently using WOOD to sell the Grand Rapids Market.

PAUL H. RAYMER CO., Sales Representatives

". . . in Recognition of
Distinguished and Meritorious Performances of Public Service . . .
by Excellent and Accurate Gathering and Reporting of News . . ."

The BLUE's Mr. Swing Wins
The Alfred I. DuPont Radio Award for a Commentator

On Saturday, March 11, 1944, broadcast announcement over the Blue Network was made of the winners of this year's Alfred I. DuPont Radio Awards.

Because of the deep significance of these awards (they are the Pulitzer Prizes of Radio), The BLUE salutes Station WLW (NBC affiliate in Cincinnati, O.) and Station WMAZ (CBS affiliate in Macon, Ga.) for the services which earned them their awards.

The third and final award in the series—which is bestowed upon a radio commentator—went to The BLUE's Raymond Gram Swing, who is sponsored by Socony-Vacuum Oil Company and associated companies.

The BLUE is particularly proud of this—first, because Mr. Swing is such an inveterate winner of awards, but more particularly because of what the DuPont award stands for and because its winning carries so great a measure of approval.

In his short speech of acceptance, Mr. Swing, with characteristic modesty, pays tribute to his brother commentators, and extends that tribute to include all American journalists who have done so much in the service of their country and the people. Said Mr. Swing in part:

"They (i.e. journalists and commentators) have to qualify for their vital role in democratic life by their individual sense of responsibility . . . And if the liberties of a people are safe, as the liberties of this country continue to be, this is because individual journalists have known their responsibility, and have measured the fullness of their freedom to the measure of their responsibility."

Perhaps The BLUE may be forgiven for believing that the selection of Mr. Swing is, in a way, a recognition of The BLUE's own policy in news—which gives to its commentators all the freedom they are guaranteed under the Constitution—a policy we feel to be in the best interests of the American people.

The Blue Network

Shown in the photograph above, left to right: Dr. Francis P. Gaines, President of Washington and Lee University and member of the DuPont Award Committee; Mrs. Alfred I. DuPont; Mark Woods, President of The Blue Network; Raymond Gram Swing.

Net Time Sales of $14,536,000 For 1-2½kw Regionals in 1943

Increases of $189 to $128,631 Reported By 111 of 125 Stations Filing

REGIONAL broadcast stations in the power category of 1,000 to 2,500 w in 1943 reported *net time sales* totaling $14,536,000, representing an increase of 22.2% over the preceding year, according to a statistical analysis made public last Wednesday by the FCC accounting department. The study was the third in a series covering financial reports from broadcast stations for 1943, previous reports having dealt with 50,000 w stations and stations of 5,000 to 20,000 w [BROADCASTING, Feb. 28-March 13].

A total of 160 stations are in the 1,000-2,500 w category, the report said. Of the 125 which reported, 14 showed a decrease in *net time sales* and the remaining 111 showed increases ranging from $189 to $128,600. Net time sales were described by the Commission as station receipts minus regular advertising agency, station representatives and other commissions.

Reports still to come will cover stations in the 500 w and 250 w local categories.

Following is the text of the FCC compilation:

During the year 1943 there were 160 standard broadcast stations operating with power of 1 to 2½ kw, 31 of which operated with reduced power at night. Two of these stations were located in Alaska and one each in Hawaii, Puerto Rico, and the District of Columbia, and 155 were in 42 of the States. There are no stations operating with this power in the States of Delaware, Kentucky, Maine, Maryland, South Dakota, and Utah. Included in the 160 stations are 11 noncommercial stations. Twenty-six of these stations operate on clear channel frequencies and 134 on regional frequencies and may be grouped as follows:

No. of Stations	Power	Time
1	2½kw	Limited
3	1kw-N-2½kw-D	Shares
1	1kw-N-2½kw-D	Unlimited
81	1kw	Unlimited
29	1kw	Daytime
9	1kw	Limited
5	1kw	Shares
21	500w-N-1kw-D	Unlimited
4	500w-N-1kw-D	Shares
2	500w-N-1kw-D	Specified hours
4	250w-N-1kw-D	Unlimited
160		

One hundred twenty-five of these stations have filed revenue reports for the year ended Dec. 31, 1943, reporting "net time sales" amounting to $14,536,000, and the same stations reported $11,897,000 for the year 1942, an increase of $2,639,000 or 22.2%.

Fourteen of the 125 stations showed a decrease in net time sales and the remaining 111 showed increases ranging from $189 to $128,631, and may be grouped as follows:

14 stations reporting decreases of $69 to $42,448.
16 stations reporting increases of $189 to $5,000.
51 stations reporting increases of $5,000 to $25,000.
31 stations reporting increases of $25,000 to $50,000.
13 stations reporting increases of $50,000 to $128,631.

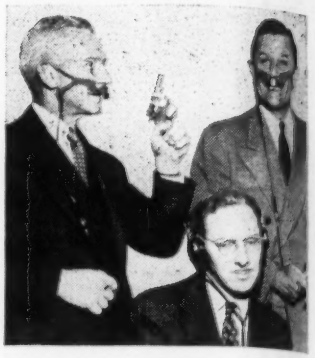
Ninety-three of the 149 commercial stations serve as outlets for the four major networks as follows:

Blue	23 stations
Blue and Mutual	4 stations
Columbia	19 stations
Mutual	26 stations
National	18 stations
National & Mutual	3 stations
Total	93 stations

Grove Vitamin Tests

GROVE LABS., St. Louis, is introducing its new multiple vitamin "Defender" through two separate test campaigns, one placed through Donahue & Coe, New York, and the other through Sherman K. Ellis & Co., New York. Donahue & Coe, agency for a number of Grove products, including Grove's Vitamin B Complex in the East and South, started testing for the new product in space and spot radio Monday, March 27. Agency uses a large list of 75-100 stations for Vitamin B Complex, and will transfer some of these over to the new product. The test campaign handled through Ellis begins May 1.

GROCERY MFRS. of America will hold their mid-year meeting June 16 at the Waldorf-Astoria Hotel, New York.



NEW ARMY lip-mike is compared in performance with the regular mike by Parks Johnson (left) and Warren Hull (right), co-interviewers of the *Vox Pop*, CBS program. R. G. Thompson, CBS eastern division operations engineer listens in. The new-type mike was tried out by Mr. Johnson during a recent *Vox Pop* broadcast from the Elco plant in Groton, Conn., during interviews with submarine builders. Device over-rides surrounding noise—is being used in Army tanks during artillery fire and at other noisy centers of Army field operations.

STILL SHOWING increase in production of radar and radio equipment for Army and Navy, during the first two months of 1944, Philco Corp. is going ahead with future plans by borrowing an additional $10,000,000 under the terms of its $30,000,000 three-year V-loan to finance this increased production, according to president John Ballantyne.

WQAM

THE VOICE OF TROPICAL AMERICA

MIAMI

CBS AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.

DAYTON, O.

MERITS FIRST CONSIDERATION IN THE OHIO MARKET

Compare the population readjustments in Ohio's eight principal markets. Dayton leads them all in percentage and per capita increase according to Ration Book Number 4.

	Percentage of Increase	Population Increase
DAYTON	**+14.6**	**+43,208**
Columbus	+ 7.3	+28,286
Cincinnati	+ 3.2	+26,125
Akron	+ 7.1	+24,247
Canton	+ 5.4	+12,781
Cleveland	+ 1.0	+11,944
Toledo	— 2.3	— 7,937
Youngstown	— 2.9	—10,953

This population shift has altered the primary market conception in Ohio. Dayton has moved up and now supplants Toledo as the fifth ranking city. Dayton, heretofore relegated to secondary market importance by the proximity of two larger markets, now takes her place among the leaders as the fastest growing, better than average income city. With these facts we believe Dayton merits first consideration in the Ohio market.

The Birthplace of Aviation

★

WING

MERITS FIRST CONSIDERATION IN THE DAYTON MARKET

This consideration is based on the results WING gets for its advertisers, well balanced programs and the listening loyalty of its audience.

This combination is the reason why 3 out of 4 of Dayton's merchants using radio prefer WING.

There are still some choice availabilities. Wire or write today!

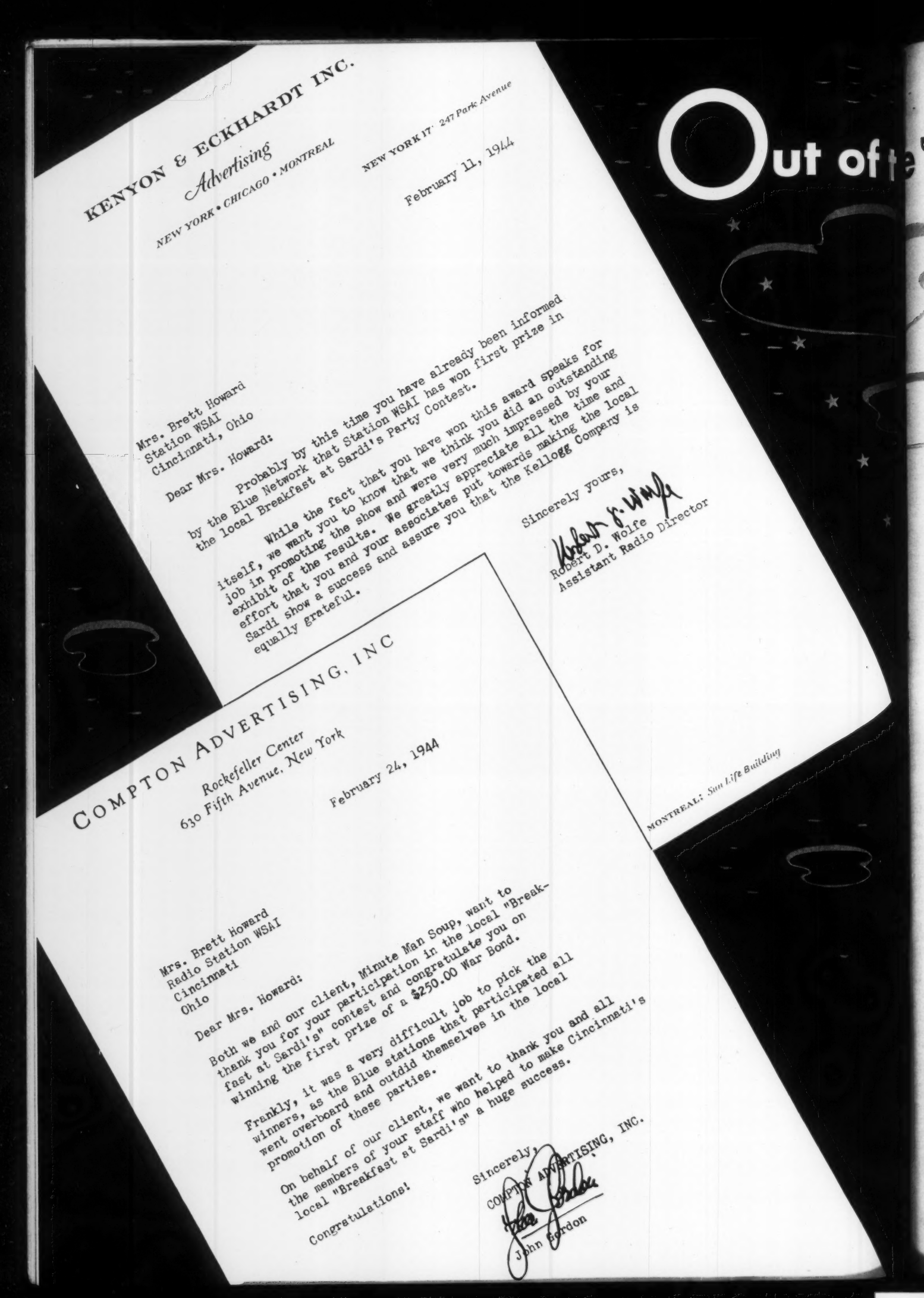
★

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE • 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES



KENYON & ECKHARDT INC.
Advertising
NEW YORK • CHICAGO • MONTREAL

NEW YORK 17: 247 Park Avenue

February 11, 1944

Mrs. Brett Howard
Station WSAI
Cincinnati, Ohio

Dear Mrs. Howard:

Probably by this time you have already been informed by the Blue Network that Station WSAI has won first prize in the local Breakfast at Sardi's Party Contest.

While the fact that you have won this award speaks for itself, we want you to know that we think you did an outstanding job in promoting the show and were very much impressed by your exhibit of the results. We greatly appreciate all the time and effort that you and your associates put towards making the local Sardi show a success and assure you that the Kellogg Company is equally grateful.

Sincerely yours,

Robert D. Wolfe
Assistant Radio Director

COMPTON ADVERTISING, INC

Rockefeller Center
630 Fifth Avenue, New York

February 24, 1944

Mrs. Brett Howard
Radio Station WSAI
Cincinnati
Ohio

Dear Mrs. Howard:

Both we and our client, Minute Man Soup, want to thank you for your participation in the local "Breakfast at Sardi's" contest and congratulate you on winning the first prize of a $250.00 War Bond.

Frankly, it was a very difficult job to pick the winners, as the Blue stations that participated all went overboard and outdid themselves in the local promotion of these parties.

On behalf of our client, we want to thank you and all the members of your staff who helped to make Cincinnati's local "Breakfast at Sardi's" a huge success.

Congratulations!

Sincerely,

COMPTON ADVERTISING, INC.

John Gordon

MONTREAL: Sun Life Building

"Blue"...WSAI WINS FIRST PRIZE!

Out of all Blue Network Stations competing in the national Breakfast at Sardi's Contest, WSAI has been awarded first place. Awards were made on the basis of completeness of promotion effort placed behind the event. Another indication why the WSAI way of doing things produces RESULTS for the advertiser.

Another Indication Why...83.9% of all WSAI Contracts are Renewals!

Basic Blue Network Station . . . 5000 Watts
Day and Night

WSAI

NATIONAL REPRESENTATIVES... SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO

Editorial

Where Do We Stand

IT'S HIGH TIME for broadcasters to learn the facts about pending radio legislation. Since hearings closed on the White-Wheeler Bill last December, a revised draft has been prepared by Chairman Wheeler of the Senate Interstate Commerce Committee.

According to those familiar with the terms of the revamped bill (it hasn't been made public) it is far worse than the existing law. It is supposed to be merely a preliminary draft, and Chairman Wheeler has invited and received comments from interested parties. But he has expressed impatience over the lack of unity among broadcasters and several times has said there won't be any legislation.

The bill, as now drawn, would give more rather than less authority to the FCC, we are told. It would require allotment of equivalent time over identical facilities to those in public office who feel they have been attacked. It would impose fines or penalties for violations which do not warrant revocation proceedings, which sounds innocent enough, but would give the Commission a bludgeon a thousand-fold more potent than the extreme revocation process.

True, these are only "working draft" provisions. They haven't been considered by the full committee of 21 members, most of whom sat through the hearings last November and December. But they show which way the wind blows. Senator Wheeler's stalwart defense of FCC Chairman Fly on the Senate floor in his vain attempt to stave off a cut in FCC appropriations is another harbinger.

We think the bill, whatever its terms, should be brought out into the sunlight. Let the full committee consider it. Other members of that committee have their views. And the House, too, has some ideas on new legislation.

Audience Yardstick

WHEN last Feb. 28 we published on this page a short editorial headed "Unsound Dollars", we had a feeling it would stir up the cats. But we didn't expect wildcats.

Thereafter came the article by C. E. Hooper berating money giveaways. A number of broadcasters rushed to the support of Hooper; others took a contrary view. Agencies, program builders and men in the armed forces pitched in, producing a forum discussion that would do credit to *Town Hall.*

In our view, the discussion, pro and con, has been sound. It focuses attention upon the need for an integrated, fool-proof method of establishing audience measurement, stripped of the "come-ons" and the furbelows.

There are charges hurled against Hooper's proposed method of coping with money-giveaways, alleging that he is simply seeking to outlaw perfectly proper programming to further his own interests. Others contend that the whole scheme is contrived to assist network stations against the independents, which have used money programs effectively.

Our only purpose is to build sound radio. We hold no brief for Hooper or CAB, or network affiliates versus independents. There is much to be said, for example, in favor of the argument that Hooper does not provide an adequate sample for conclusive results. On the other hand, the element of possible Government intervention on certain types of giveaways as running counter to the lottery laws certainly should be considered.

Now that all sides have had their say, how best to cope with the situation? Let's coordinate. The NAB has a Research Committee, the chairmanship of which recently was turned over by J. Harold Ryan, new trade association president, to Hugh Feltis, general manager of KFAB Lincoln. NAB also has a Sales Managers Committee, headed by Dietrich Dirks, of KTRI Sioux Falls. Both committees are staffed by practical broadcasters. They have met in the past with committees of the American Assn. of Advertising Agencies and the Assn. of National Advertisers, who represent radio's customers. They have talked with CAB and Hooper.

Now these committees have the evidence—a sort of catch-as-catch-can survey—on the money issue, in any event. Considerable data already have been gathered on the broader subject of over-all audience surveys. These NAB committees meet in Cincinnati April 4-5. It is hoped they will develop a plan to pursue the whole subject of audience measurement—and of post-war building—at that time.

Radio: Here & There

OVER HERE, ever so quietly, the campaign moves ahead toward Government domination of radio. Over there, in England, where radio is nationalized, the trend is toward the American Plan after the war. That move, however, is out in the open.

As reported in this issue, the British public, having heard our kind of radio [commercial], wants it. There already have been changes in British Broadcasting Corp. program policies toward the more sprightly American style. Studies looking toward a "dual" system of both Government and private commercial radio in England, are now under way.

Contrast that to what goes on here. Pressure groups are at work. One of our nation's elder statesmen, former Gov. James M. Cox of Ohio, makes no bones about accusing FCC Chairman James Lawrence Fly of driving toward Government ownership, step by step.

And what about our own boys overseas, who have been exposed to British radio? Maj. Andre Baruch, who has just returned from the Mediterranean theatre, reports they miss the commercials in their overseas broadcasts. So, when the big network programs are transcribed, the Army Morale Branch dubs in its own commercials to satisfy the GI taste. For example: "Joe Quartermasters droopy drawers with drop seat and reat pleat now presents".

Glad 'Tydings'

IN THE MIDST of the tugging and hauling about free radio time for Congressmen to answer their radio critics comes a refreshing item. Senator Tydings of Maryland has announced he will discontinue his Sunday talks over WBAL during his campaign for reelection because it wouldn't be fair to his opponents and because the station might become involved in political controversy.

It's rare, but it can happen here.

Our Respects To -

WILLIAM BROTHERS SMULLIN

POTENTIAL POWER—of radio, a city, an individual—is recognized only by far-sighted minds that are usually ahead of their time. It was William Brothers Smullin who saw the possibilities of the small city of Eureka, Cal., and its station KIEM, and through initiative and hard work found ways of developing them.

When Bill Smullin reached the point in his career when he decided to get into radio—at the very bottom of the depression, 1933—he studied the entire West with his customary thoroughness, for the best location for a new station. He chose Eureka, despite the fact that two stations had previously failed there.

Mr. Smullin and Bill Hanseth together established the 100 w daytime transmitter in May 1933. Today KIEM is a 1,000 w fulltime Don Lee Mutual affiliate with the highest day and night Hooper average rating of any station on the Coast, as evidenced by its daytime audience of more than 98% of the total tune-in and 72.3% of the night audience.

And due largely to Bill Smullin's personal initiative in the interest of his city, the market itself has grown by an estimated 25% since the 1940 census.

There is a story behind this area expansion.

Long before the outbreak of the war, Mr. Smullin was seeing Eureka not as an unimportant small town on the Coast, but as an integral part of a country that he knew was soon to need the combined power of all its component parts. Sensing the increasing tension with Japan, he made his first trip to Washington early in 1940. Strictly on his own time and money he contacted the Civil Aeronautics Authority and the Army and Navy to point out the strategic importance of Eureka as a military and civilian air base, since it is about the western-most point in the U. S.

Aided by Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, and supported by engineering data and city and county interest, Bill Smullin put over his idea. Following his first trip, Eureka got a large airport, which later became an auxiliary Naval Air Station.

In 1941, partly influenced by the geographical location of Humboldt Bay, and partly by their satisfactory relationship with the adjacent communities, the Navy designated Eureka as a Section Base and started construction, dredging and harbor improvement. Since then a Seaplane Base has been established, as well as a special Navy Airport at Crescent City, 90 miles north of Humboldt Bay. Naturally,

(*Continued on page 42*)

1937... Launched in competition with longest established network newscast.

1944... LOCAL KOIN 10 P.M. newscast has 56.3% of the TOTAL listeners!

That's the Story of

FIVE★STAR FINAL

and

JIM WYATT

JAMES TREMONT WYATT, known to radio listeners as Jim *"What-A-World"* Wyatt, has had a long and colorful career as a newspaper and radio personality.

Born and educated in Canada, he served in the Canadian Army in France in World War I. Upon his return to civilian life he started a theatrical career and toured many parts of the United States with legitimate productions.

Wyatt relinquished the stage for newspaper work and became a successful reporter and a "by-line" writer.

He settled in Portland, Oregon, some twenty years ago where he became a naturalized American citizen and pursued first his newspaper and later his radio career.

Jim was first known on the air in a story-telling program of which he was the writer and producer, titled "The Night Watchman". This was a successful series which he abandoned to inaugurate "Five Star Final" on KOIN in 1937. He writes and broadcasts "Five Star Final".

. . . of how . . . by sheer force of writing and broadcasting personality . . . backed by complete news service . . . Wyatt has achieved on KOIN one of the most remarkable audience-building feats in the history of radio.

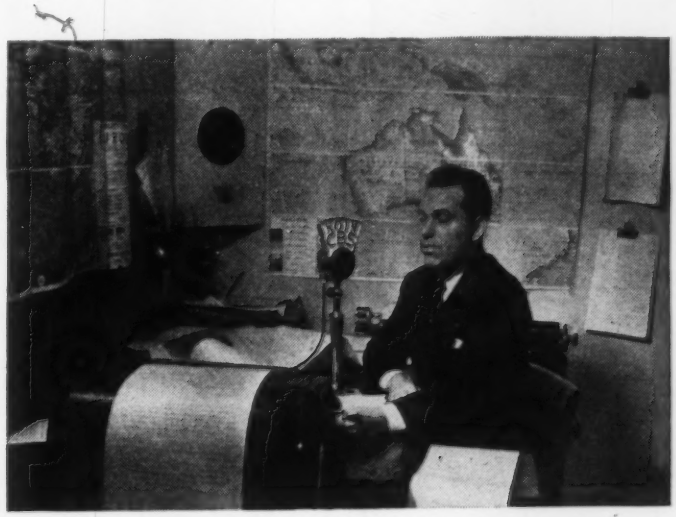
His writing is vivid, vigorous, colorful and humorous. His *"What-A-World"* sign-off has become a by-word in the KOIN territory.

Wyatt is another outstanding personality whose many years' service to radio listeners contribute to KOIN's dominant position in its community.

KOIN

PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives



Jim prepares his broadcast in the KOIN newsroom

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Our Respects to

(*Continued from page 40*)

following these developments, there was a tremendous influx of both military and civilian population into the area.

Throughout the whole period of growth of the city and county, Bill Smullin worked closely in cooperation with the authorities in his position on innumerable civic committees, and later as president of the Eureka Chamber of Commerce, to which position he was elected in October, 1943. And more trips to Washington followed.

As he explains some of the difficulties encountered during the time of the mushrooming, "The first thing we had to do was to keep five or six different cities in our county from fighting each other for Government money to pave some cow pasture." But the civic spirit caught on and several local agencies actually gave property outright, totaling into six figures, as a contribution to the war program.

Many Activities

Bill Smullin's part in these developments becomes more clearly defined with the listing of his affiliations. They are the activities of a man who feels the individual's responsibility to his community and does something about it.

He is a member of the NAB Executive Committee of Small Market Stations, associate of the Institute of Radio Engineers, member of the Eureka City War Council, chairman of the War Services for Eureka, information officer for Humboldt County, Radio Communications Officer of the Humboldt County Defense Council, chairman of the Humboldt Air Base Committee, Executive Committee County USO, member of Aircraft Warning Service, member National Aeronautic Assn., California State Guard, 1942-43 county grand jury.

Add to these, his club membership including, Masonic Lodge, Royal Arch Lodge, Knights Templar, San Francisco Press Club, Elks, President of the Eureka Chamber of Commerce, past president of Eureka Kiwanis Club. And there are other affiliations too numerous to list.

No more eloquent testimonial to Mr. Smullin's value to his community is needed than the naming of his activities. Along with them, has gone a keen program understanding in the operation of KIEM, particularly on events and campaigns connected with the war. Among other things he established the first ESMWT course in Northern California, which has already supplied many technicians to the armed forces.

To those who do not know Bill Smullin personally, his tremendous enterprise may give the impression of a back-slapping, promoting type extrovert. Exactly the contrary is true. He is modest to a fault, and extremely diffident regarding his activities and accomplishments.

Bill Smullin was born in 1907 in Pennsylvania. Shortly afterwards his family went West to the Hood River Valley on the banks of the Columbia River in Oregon, where he attended public schools. In 1929, he took his college degree at Willamette U., where he both managed and edited the college paper.

Upon graduation, he decided to stay with journalism a while, and there followed several years of newspaper work including reporting with the *Salem Oregon Statesman*, managing editor of the *Southwestern Oregon Daily News* at Marshfield and advertising manager of the *Oregon Grange Bulletin* in Portland.

Then in 1933 he got into radio with KIEM. And in 1937, in partnership with the *Humboldt Standard* and *Humboldt Times*, Eureka's two daily newspapers, he acquired controlling interest in the Redwood Broadcasting Co. Deciding to go on further with his radio career, he established KUIN in 1939 at Grants Pass, owned equally by Amos Voorhies of the *Grants Pass Daily Courier* and the Redwood Broadcasting Co. As secretary-treasurer of the owning corporation he directs the operating policy of KUIN, whose transmitter and plant is located exactly at the northern terminus of the Redwood Highway.

He married the late Harriet Fuller, of Hood River in 1932. Her death six months ago, leaving him with a ten-year-old daughter, Shirley and a six-month son, William David, has perhaps increased Bill Smullin's driving ambition towards the development of his community.

Personal NOTES

ROGER W. CLIPP, president and general manager of WFIL Philadelphia, has been named radio chairman for the Salvation Army's annual drive which opens next month in Philadelphia.

BOB CAMPBELL, former sales representative of WWVA Wheeling, W. Va., now a first lieutenant in the Army Air Forces at Kingman Field, Arizona, is the father of a boy.

PAUL MYERS, sales representative for WWVA Wheeling, W. Va., has been inducted into the Navy. He is presently stationed at Great Lakes Naval Training Base.

BENEDICT GIMBEL Jr., president of WIP Philadelphia, has returned to the station after a long illness.

J. ERIC WILLIAMS, salesman of WDRC Hartford for the past eight years, has resigned to become commercial manager of WPRO Providence. Mr. Williams is well known in the Hartford area among agencies and accounts.

KEN CHURCH, general manager of WKRC Cincinnati, is commanding the first new company of the expanded Ohio state Guard unit in Cincinnati. He has served as Captain in the Missouri State Guard for several years.

KMBC Educational Post To Dr. C. F. Church Jr.

KMBC Kansas City has retained Dr. Charles F. Church Jr. to conduct research in determining the full potentialities of radio in the field of education, according to Karl Koerper, managing director of the station. The results of Dr. Church's survey will be used to aid Kansas City broadcasters in serving schools and to provide the public with better educational programs.

Dr. Church, who received his Ph.D. at Ohio State, and who has previously been active in radio educational fields, will visit cities throughout the country to obtain a better perspective of radio in education.

GEORGE V. DENNY Jr., president of Town Hall, and moderator of *America's Town Meeting of the Air* on the Blue Network is engaged to Jeanne Sarasy, production assistant on the program. The marriage is expected to take place around the first of April. The future Mrs. Denny will accompany her husband when the program goes on its annual summer tour.

DAVE and PHYLLIS TAYLOR are the parents of a girl. Mr. Taylor, now a private in the Army Air Forces stationed at Salt Lake City, was formerly commercial manager of WBBB Burlington, N. C. Mrs. Taylor until recently was associated with WMFG Hibbing, Minn.

JAMES H. McKNIGHT is a new account executive of WTAG Worcester. His wife, Martha, for the past seven years chief accountant of WMT Cedar Rapids, Ia., will leave that station April 1 to join her husband.

LEE OWENS, new to radio, has joined the sales staff of KYA San Francisco.

LESLIE W. JOY, general manager of KYW Philadelphia, has entered his 22nd year in radio.

Jorgensen to Navy

NORMAN E. JORGENSEN, assistant to chairman James Lawrence Fly, of the FCC, reported to the Navy March 24 as a lieutenant (j.g.) in the Navy Bureau of Supplies and Accounts. He will report to the Naval Officers Training School at Babsons Institute, Babson Park, Mass. Prior to his attachment with FCC in 1943, Mr. Jorgensen worked in the sales department of Firestone Tire & Rubber Co., 1933-40, and then as sales manager of Chalmers Co., merchandise distributors, Iron Mountain, Mich. He is a graduate of the U. of Chicago Law School.

Powell's New Post

CHARLES S. POWELL, veteran executive of Graybar Electric Co. and founder and former owner of WLAP Lexington, Ky., has been elected vice-president and director of Graybar, according to an announcement last week by A. H. Nicoll, president. Mr. Powell has been with the company for 30 years and in his new post, will continue to direct sales activities in communications and merchandising. He established WLAP in 1932 and subsequently sold the station to its present owners.

The World's Largest WAC Training Center

Located near Chattanooga is Fort Oglethorpe, an historic landmark in the military history of the United States. Situated on the outskirts of the city, Fort Oglethorpe has had men and women in the service of our country during four major wars of our national history . . . Civil, Spanish-American, World War I, and World War II.

Today Fort Oglethorpe has become the largest WAC training center in the country. The people of Chattanooga are proud of the new role Fort Oglethorpe has assumed in moulding young women of America into invaluable units of our army.

(Of course, need we mention that these young women represent quite a bit of additional buying power for the Chattanooga market?)

•

Chattanooga's Largest Radio Audience Listens to WDOD

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD, Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice

WDOD	76.9%
STATION B	18.3%
STATION C	4.8%

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

National Representatives

PAUL H. RAYMER CO.

LISTENERS

First

All surveys agree WRC leads morning, afternoon and night!

PROGRAMS

First

39 out of 50 network Firsts and most highly rated local programs!

SALES

First

Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC

We've Been FIRST Continuously Since 1923

WRC

Washington

Heart Attack Is Fatal To Samuel E. Thomason

SAMUEL EMORY THOMASON, publisher of the *Tampa Tribune*—which owns WFLA—and of the *Chicago Daily Times*, died of a heart attack last Monday in Tampa. He was stricken in November while en route from Washington to Chicago but came to Tampa in January after having been hospitalized at Cumberland, Md.

One of the best known figures in American journalism, Mr. Thomason was president of the American Newspaper Publishers Assn. from 1924 to 1926. He was born in Chicago in 1883 and was a graduate of Michigan and Northwestern. Mr. Thomason practiced law from 1906 until 1918, when he became vice-president and business manager of the *Chicago Tribune*, serving until 1927. In that year he purchased the *Tampa Tribune* with John Stewart Bryan, publisher of the *Richmond News-Leader*. He established the *Chicago Times* in 1929. Mr. Thomason was president of the West Coast Broadcasting Co., which operated WFLA.

Carl W. Fritz

CARL W. FRITZ, former manager of WSUN St. Petersburg, died there March 16. During the past few years he had been employed in the sales department of the Firestone Co., Houston, Tex., but had recently returned to the Florida city. He became manager of WSUN in 1930 when the station was operated jointly with WFLA, then located in Clearwater. He left the station in 1935 but later was associated with WFLA in Tampa.

More Foster Sponsors

CEDRIC FOSTER, who became Mutual's first daytime news commentator in 1940, now is sponsored daily in 19 states on 40 stations, originating from WNAC Boston, Monday through Friday at 2 p.m. The same program is on Yankee stations at 1:45 p.m. sponsored by Loose-Wiles Biscuit Co. His Sunday night broadcast for the Employers Group Insurance Companies, Boston, goes over 187 MBS stations at 10 p.m.

Everson Promoted

CARLSON M. EVERSON, general manager of WHKC Columbus, O., has been appointed vice-president of the United Broadcasting Co., owners and operators of WHK WCLE Cleveland and WHKC Columbus. He is president of the Ohio Association of Broadcasters. Along with his new assignment, Mr. Everson will continue as manager of WHKC.

Wheeler to London

GEORGE WHEELER, assistant to the general manager of WRC, Washington NBC outlet, will leave for London to serve as war correspondent for NBC. Mr. Wheeler will be accredited to the Navy. His assignment further bolsters NBC's European staff in preparation of important events in that theatre.

Holidaze

JOHN MacKNIGHT, WDGY Minneapolis production manager and program director, is to be inducted into the Navy, and the story goes like this — Last Thanksgiving John got notice that he was to be reclassified, on Christmas it came (1-A), on his sixth wedding anniversary he reported for his pre-induction physical, and on April 1, his birthday, he will be inducted.

David Sarnoff Recalled To Active Duty in Army

DAVID SARNOFF, RCA president, has been recalled to active duty as colonel in the Army Signal Corps on a special overseas assignment, it was announced last Monday. Maj. Gen. James G. Harbord, retired, chairman of the RCA Board of Directors takes over the management of RCA during Col. Sarnoff's absence.

Shortly after Pearl Harbor, Col. Sarnoff was on active duty with the War Dept. to launch the electronics-radio production program. He reverted to inactive status a year ago when he returned to his position as RCA head. Col. Sarnoff is also a member of the Advisory Council to the Chief Signal Officer, composed of top executives of the communications and motion picture industries who are reserve officers with the Signal Corps.

John Daniel Falvey

JOHN DANIEL (Jack) FALVEY, 49, owner and operator of KBIZ Ottumwa, Ia., died of heart disease at Ottumwa on Feb. 18. He formerly had sufficiently recovered to resume work but suffered a second attack last fall and since then had been confined to the hospital and his home. Mr. Falvey was born in Easton, Pa. April 10, 1894. He arrived in Ottumwa in 1939 to organize KBIZ. A member of the Ottumwa park board, American Legion, Kiwanis club, Chamber of Commerce, and the Eagles, Mr. Falvey served in the first World War as a lieutenant, first in the Canadian air force and later in the U. S. Army Air Corps. He is survived by his wife, Elizabeth. Application has been on file with the FCC since prior to Mr. Falvey's death to sell KBIZ for $60,000 to James J. Conroy, who with his wife, Victoria, have applied for relinquishment of their control in WDSM Superior, Wis.

Now Lt. Col. Rorke

PROMOTION of Harold B. Rorke, assistant chief of Army Air Forces public relations, to a lieutenant colonelcy, was announced last week. Col. Rorke, former assistant director of publicity of CBS in New York, was called to active duty in the Army Air Forces Reserve in July, 1942. He was promoted to major in February, 1943. Prior to his New York CBS assignment in November, 1941, Col. Rorke for five years had served as director of publicity of CBS in Hollywood.

Wright and Kelly Elevated By NBC

New Production Setup Will Conform to Net Expansion

WYNN WRIGHT, eastern program manager of NBC, has been appointed to the newly-created post of national production manager, it was announced last week by Clarence L. Menser, vice-president in charge of programs. Mr. Menser also announced that N. Ray Kelly, former eastern production manager, has been named manager of production facilities of NBC's television operations, in line with a general expansion in this field.

Mr. Wright

Before entering radio in 1930 as drama director of WWJ Detroit, Mr. Wright was active in theatrical work for 15 years. He joined NBC's central division in Chicago as production director, in 1934 later returning to WWJ as program and production manager. He went to London in 1936, to study British production methods, and in 1936 rejoined NBC's central division as production director. He became production manager of the division in 1939.

Mr. Kelly came to NBC from the Gulf Oil Co. in 1930. He organized and developed the sound effects department, and in 1937 was made national manager of sound effects development. He was transferred to the production division in November 1942, and two months later became assistant production manager of the eastern division. He was appointed production manager of the division in May 1943.

Hubbell Edits Review

RICHARD HUBBELL, television consultant for *Life* magazine, will edit *Television Review*, a quarterly magazine to be devoted to the art of television production which will make its appearance this spring. Fred Kugel is publisher. Mr. Hubbell has resigned as television director of N. W. Ayer & Son and is expected to announce a similar connection with another agency.

UBC Pioneers

UNITED BROADCASTING Co.'s "Pioneers Club", whose members have been with WHK-WCLE Cleveland five years or longer, held its annual banquet last week at the Hotel Cleveland. New members this year are: Carol Brenneman, Helen Wyant, Emmett Beeler, and Al Pekkola. Eligible for membership, but not present at last week's get-together were Bob Greenberg and Les Bieble, who were eating Army chow.

PROOF OF PERFORMANCE
OF THE POWER OF KRLD

ONE ANNOUNCEMENT at 8:15 a. m. Pulled 4845 replies from 700 towns and 183 counties in Texas plus 22 other states and Canada.

This Letter Tells the Story

Russell-Miller Milling Co
Standard-Tilton Division
Dallas 1, Texas
March 8, 1944

ZENE HAVSTAD
SALES MANAGER

Mr. Clyde Rembert
Radio Station KRLD, Dallas, Texas

Dear Mr. Rembert:

We have tabulated 4,845 replies to the offer made on the Stamps Quartet broadcast for American Beauty Flour, Sunday morning, January 30, 1944, from 8:15 to 8:30. The offer was to send a picture of the Quartet with 2 biscuit recipes on the back to anyone sending in his name and address on a card or in a letter. The offer was made on only this one program.

Of the 4,845 replies tabulated, 3,166 came from Texas and 1,676 came from 22 other states, plus 3 from Canada.

Florida	8	Minnesota	13	Colorado	12
Georgia	8	Canada	3	New Mexico	19
Alabama	57	N. Dakota	4	Arizona	3
Mississippi	116	S. Dakota	7	California	2
Kentucky	6	Iowa	14	Arkansas	340
Tennessee	38	Nebraska	18	Oklahoma	718
Indiana	1	Kansas	46	Louisiana	171
Illinois	2	Missouri	43	Texas	3,166
					4,845

The 3,166 replies from Texas came from 700 towns in 183 counties.

Yours truly,
STANARD-TILTON DIVISION
Russell-Miller Milling Co.

Zene Havstad, Sales Manager

ZH:lh

KRLD will do a BIG JOB for you

50 KW **KRLD** 1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.

PACIFIC COAST PROGRAM NOTES

"Dilly-Dally" says Webster, means to loiter or vacillate! And this is no time to dilly-dally!

Desirable times on the Pacific Blue Network are going fast to Pacific Coast advertisers.

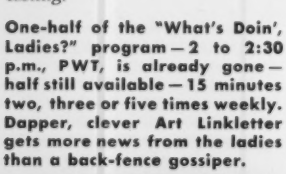
Twenty-five choice quarter hours of time have started work since the first of the year for: S & W Fine Foods, Union Ice, Resinol, Lyon Van & Storage, Ferry-Morse Seed, RKO Pictures, Rainier Brewing Co., Fisher Flouring Mills, and Bekins Van & Storage.

The few definitely hot times still available are going-going and we can't guarantee how long before they are gone!

"Blue Newsroom Review"—hour of news and commentary from 1 to 2 p.m., PWT, is rapidly filling up but there are still fifteen-minute periods available for sponsorship two, three or five times weekly! With either Edward Jorgenson (above) or Major General Malone.

Proof of the popularity? Sam Hayes during one week of this month received the amazing response of 16,454 answers from a single question put to his listeners! No offer of any kind was involved—just a request for an opinion. This is the largest response to a single question ever received by Hayes on any network in his fourteen years of broadcasting.

One-half of the "What's Doin', Ladies?" program—2 to 2:30 p.m., PWT, is already gone—half still available—15 minutes two, three or five times weekly. Dapper, clever Art Linkletter gets more news from the ladies than a back-fence gossiper.



The swing is to the BLUE. Don't miss out by failing to get information from Blue Spot Sales or your nearest Blue Network office.

PACIFIC BLUE NETWORK

Draft Brings CBS Personnel Changes

Six New Assistant Directors, Two Supervisors Are Added

FORECASTING a number of replacements for CBS announcers and directors entering the service during the next few months, Horace Guillotte, manager of CBS network operations division, last week announced six additional assistant directors and two new supervisors. The supervisors are John Tormey, recently account executive of WABC New York, previously with *Esquire*, and WFAS White Plains, N. Y., and Rocco Tito, CBS announcer and assistant director, formerly associated with WEEU Reading, WERC Erie, and WHDL Olean, N. Y.

Assistant directors include Stanley Chapin, most recently WHDH Boston announcer, formerly with WRUL Boston and WTAG Worcester. Other additions to the director staff include Stanley Davis, free-lancer, Charles Hartung, college drama head and Ronald Dawson, WIP Philadelphia, producer and a former production manager of WCHS. Also Theodore Houston, producer-announcer of WIBG Philadelphia, former program producer for General Electric, and John Tyler, producer-announcer in the CBS shortwave division, at one time continuity writer for Muzak Transcriptions Inc.

Many Leaving

Three assistant directors leaving the network are Bob Kania, to join the Marines, John Wilson, to McCann-Erickson, and Helen Payne, to write a book.

Gilbert Blaier, announcer, formerly associated with W47A Schenectady, WDRC Hartford, WATR Waterbury and WNEW New York, has joined CBS network operations staff. Richard Purcell, who has been with WNAS Springfield, WAAB Worcester, and a Boston station, has been added to the production and announcing staff of CBS shortwave division.

The CBS program writing division has had several changes, including the promotion of Elwood Hoffman from associate script editor to editor, and of Mortimer Frankel from stag writer to associate editor, according to Robert J. Landry, director. Mr. Hoffman, who joined CBS as staff writer in 1943, after serving in the OWI Domestic Radio Bureau, replaces John C. Turner, now assistant Blue script editor. Mr. Frankel, who joined CBS in 1943, was formerly with United Artists, New York, where he wrote transcribed programs.

New Steel Mast

A NEW tubular steel mast has been designed by the Harco Steel Construction Co. of Elizabeth, N. J. A 90-ft. unit, with a cross arm of 8 ft. long, can be erected by five men in approximately one hour, the company says.

BEHIND the MIKE

RICHARD STARK, announcer on *Abie's Irish Rose* on NBC, and head of Richard Stark Co., radio productions, New York, has applied for a commission in the Marine Corps.

MAURY RIDER has resigned as Blue Hollywood producer to become regional radio director of the OPA succeeding George Irwin, now in the Navy.

JANET RAMPE, of KHJ Hollywood script department, and Cpl. Dempsey Carson were married in Los Angeles March 19.

WILLIAM WILLIAMS, commercial editor of WABC New York, has returned to New York from Hollywood.

PAUL COLEMAN, former WNBF Binghamton, N. Y. announcer, is now at WSYR Syracuse.

BILL HERBERT, chief announcer of the Canadian Broadcasting Corp. Vancouver, has been assigned a CBC war correspondent to the European theater.

GORDON and MARJORIE KEEBLE, announcers of CBL and CJBC, Toronto, are the parents of boy.

SID GOODWIN, producer of KFI-KECA Los Angeles, has joined Blue Hollywood in a similar capacity.

JOE TOWNER has been assigned producer of weekly half-hour mystery *Destiny Speaks* on KMPC Los Angeles.

DAN RYAN, formerly a member of the WGN Chicago production staff, has been commissioned a second lieutenant in the Army Air Forces Administrative Branch, and is stationed at Patterson Field, Ohio.

MIKE DENNIS, new to radio, is now in charge of newscasts from the Vallejo studios of KSRO Santa Rosa, Cal.

WILLIAM BROWN, newscaster of KYA San Francisco, and Marjorie Hood, publicity director of KYA, were married Feb. 23.

TOM FLYNN, newscaster of KPO San Francisco, is the father of a girl.

EUEL LABHARD, formerly with KFBK Sacramento and KMYC Marysville, has joined KROW Oakland as announcer.

LOUIS QUINN has been added to writing staff of CBS *Orson Welles Show*.

PAUL PIERCE, formerly Hollywood producer of NBC *Dreft Star Playhouse*, has reported for Army duty at Fort MacArthur, Cal.

BILL ZAFFIRAS, formerly with WMC Memphis, has joined the announcing staff of KMOX St. Louis. His KMOX air name is Bill Travis.

EVERETTE KEMP, dialogist and monologist, has returned to the air as "Uncle Ezra" Butterfield on KCMO Kansas City, Mo. He will be heard daily 5-7 a.m., Mondays through Saturdays.

WALTER RUDD, music director of WDGY Minneapolis, has married Shirley Ellis of Minneapolis.

DICK DAY, WDGY Minneapolis announcer, succeeds John MacKnight as program director and production manager of the station. The latter has been inducted into the Navy (see page 44). Additions to the announcing staff are Lee Barron, formerly with KTUL Tulsa, and Bob Miller, formerly of WEBC Duluth.

LONG AND SHORT WAVE are names given these new additions to WGY Schenectady announcing staff. William Von Hacht, Jr. (Long Wave) cames from Hartford, Conn., via rejections by both Army and Navy because of his 6 feet, 8-inch height. His diminutive partner, Short Wave, is Edward (Ted) Murchie, who entered radio at WCSH Portland, Me., after graduation from New Hampshire U. Murchie is 5 foot 3 inches tall.

ALAN GANS, formerly of WCAO Baltimore, has joined the announcing staff of KYW Philadelphia.

WILLIAM WINDLE, formerly of the copy staff of the *Philadelphia Evening Bulletin*, has joined the newsroom staff of WCAU Philadelphia.

AL TAYLOR, announcer of WCAU Philadelphia, has been inducted into the Army.

LEE STAFFORD, announcer formerly with various stations in Philadelphia, joined the staff of WPEN Philadelphia.

BRUCE MacDONALD, newscaster for WJW Cleveland, is to be inducted into the Army shortly.

DON CAVITT, formerly of WIBA Madison, has joined the announcing staff of WTMJ-WMFM Milwaukee.

JOHN MASTERSON, Hollywood manager of *Breakfast at Sardi's*, is in New York for conference with Phillips Carlin, Blue vice-president in charge of programs.

JOANNE GREEN is a new member of the announcing staff of WWVA Wheeling, W. Va. She was formerly with KVOO Tulsa, Okla.

BARBARA HOTCHKISS, news editor of WRC Washington, has been promoted to script writer. Burton Bridgens, sound effects supervisor and music rights assistant, is now junior producer. He is replaced in the sound and music room by Sonny Sanders.

STAN BUS, formerly of WAYS Charlotte, N. C., has joined the announcing staff of WSGN Birmingham.

ERNST NOTH, head of the German section in NBC's International division, has joined the Navy.

CO-OPERATION IN PUBLIC SERVICE

Sixteen hours daily CBC networks, covering the five time zones of Canada, bring to listeners outstanding programs from seven great broadcasting systems.

The Trans-Canada, Dominion and Quebec networks of the Canadian Broadcasting Corporation are made up of 75 privately and publicly owned stations linked by the circuits of the Corporation. These networks supply a blended and balanced schedule of entertainment, news, instruction and information from the CBC, the BBC and the four leading networks of the United States.

The network program service rendered to the public through the co-ordination of these services is only made possible through the utmost degree of co-operation between the CBC, its affiliated stations and these other great networks every hour of every day throughout the year.

Member stations place a high premium on their affiliation with CBC networks because the sustaining and commercial network service brought to them daily by the CBC means improved program standards, larger and more consistent station audiences and an unusual degree of satisfaction and contentment.

CANADIAN BROADCASTING CORPORATION

Our Mr. Headley

More familiarly known to agency folks in New York as Frank . . . President of Headley-Reed Company, representing a group of the country's top-notch stations, of which ours is one!

★

The WSJS Story is quite an interesting one and it's yours for the asking. Just call on any Headley-Reed office—in New York, Chicago, Detroit, San Francisco or Atlanta. Or, write us direct for the dope on No. 1 coverage of North Carolina's No. 1 market.

WSJS

The NBC Station for

WINSTON - SALEM

Greensboro & High Point

BOB WILLETT has rejoined CJVI Victoria as promotion manager, after a year in the Royal Canadian Air Force. While in the RCAF he was announcer on the *RCAF Tour for Talent* program on CFRB Toronto. Vern Groves has rejoined the annuoncing staff of CJVI after being discharged from the Royal Canadian Air Force. George Lawrence, program director of CJVI, has poined the Royal Canadian Navy.

GLENN JACKSON, program director of WSPD Toledo, is now in the Navy. He is replaced at WSPD by Bob Evans, former special events manager. New announcing staff additions are Bob Wright and Charles Norman.

LORA BURLAGE has been named assistant personnel manager of CBS, replacing Anne Cowperthwait, who has resigned to join the overseas branch of the OWI.

CLEM McCARTHY, sportscaster has signed an exclusive contract with NBC to handle sports programs.

EDWARD L. MERRITT, announcer, formerly of WHDH Boston, joins WQNR New York this week, replacing Norman Rose, who has resigned to devote full time to acting. James Hoffman, formerly on the news staff of WHA Madison, Wis., joins the WQXR news department, succeeding George Herman, now in the CBS news department.

PAUL J. CLARKE, announcer at WMT Cedar Rapids, Ia., is the father of a boy. Mrs. Clarke was formerly musical director of WHBF Rock Island, Ill.

RUSS LONG, program director of WCSC Charleston, S. C., on March 4 married Mary Kathryn Dixon of the WAVES.

REX MAUPIN has been appointed musical director, and Harry Kogen conductor and assistant musical director of the Blue central division.

HARRY VON ZELL, announcer, will freelance upon the completion of his contract with Young & Rubicam, New York, on July 1. Mr. Von Zell is expected to continue handling the NBC *Eddie Cantor* show for Bristol-Myers, and the CBS *Dinah Shore* program for Bird's-Eye Frosted Foods.

JOE FRIBLEY, formerly with KTUC Tucson, Ariz., is now announcer and assistant traffic manager of WCOA Pensacola, Fla. Ray Herbert, formerly with WLAW Lawrence, Mass., is now WCOA announcer and news editor. Former WJHP Jacksonville, Fla. announcer Lamar Morgan, is now announcer war program director and music director of WCOA.

JACK DEAL, announcer and music director of WHCU Ithaca, N. Y., has been appointed assistant program director of the station.

JAMES W. COY former program director of KCMO Kansas City, has returned to the station in the same capacity. He has been news editor and in charge of special events for WNEW New York.

CLAIR H. SHADWELL, assistant manager of WELI New Haven, Conn., on March 13 gave a five-minute analysis on a Canadian network variety show of his impressions of a Canadian art exhibit at Yale U. Art School.

LT. (j.g.) ROBERT BROWN, NBC announcer now on leave with the Navy has been named assistant motion picture operations officer in Washington.

PVT. WILLIAM F. McARDELL, formerly of the NBC press department, is the father of a boy.

BILL BALDWIN, special events director of KGO San Francisco, is the father of a boy.

GILBERT SIMON, sales promotion and public relations director of WKBN Youngstown, Ohio, is to be inducted into the army the first week of April. He will report to Fort Benjamin Harrison, Indiana.

OUTGROWTH OF RECENT organization in Chicago of the Assn. of Radio Farm Directors, was election of a safety committee to act in an advisory capacity in the campaign to Save Farm Manpower for War-power. Officers of the committee meeting for the first time at the Morrison Hotel, are (l to r): Dan Thompson, National Safety Council, secretary; C. C. Moore, KOA Denver; Glen Sample, WBAA West LaFayette, Ind.; Layne Beaty, WBAP-KGKO Fort Worth; Bill Drips, NBC director of agriculture; Paul Jones, National Safety Council public information director; Wallace Kadderly, chief, radio division, U. S. Dept. of Agriculture; Everett Mitchell, director of agriculture for NBC's central division, chairman; Maynard H. Coe, Farm Division director, National Safety Council; Charles Stookey, KMOX St. Louis; Al Smebe, WCCO Minneapolis; Larry Haeg, WCCO, president of the AFRD; Sam Schneider, KVOO Tulsa; Ed Mason, WLW Cincinnati; and Bob White, director of the Blue Network's *National Farm & Home Hour* broadcasts.

Blue Expansion Plans for Television And FM Revealed by Woods and Kobak

PLANS FOR Blue Network expansion into the fields of FM and television as well as for construction of its own studios and the ownership of standard broadcast stations in New York, Chicago, Los Angeles and San Francisco, were disclosed by Mark Woods, network president, at an all-day meeting of department heads and management executives from Washington, Detroit, Chicago and New York held March 18 at the Waldorf-Astoria, New York.

Edgar Kobak, Blue executive vice-president, who called and conducted the meeting, announced that in the coming year the Blue will concentrate on programming and not merely ride along on the profits accruing from the present "radio year." He declared: "By that I mean that we will refuse business if we do not think the program offered is up to our standards. We will not accept a program merely because the time is available and the time sale represents revenue."

Expansion Planned

Sites are now being surveyed and plans made to erect studios in these four cities, from which most network programs emanate, as soon as conditions permit, Mr. Woods said. He continued: "Coincidental with the construction of our own studios, the Blue expects to own its own broadcasting stations in Washington and Los Angeles and a full-time outlet in Chicago in addition to the stations we now own. Negotiations to that end are under way." He added, however, that there is no immediate prospects for completion of these negotiations.

Blue currently owns WJZ New York, WENR Chicago (sharing time with WLS) and KGO San Francisco, and operates WMAL Washington under lease from the *Washington Star*. On his recent Western trip Mr. Woods conferred with Earl C. Anthony, owner of KECA, Blue outlet in Los Angeles, and Burridge D. Butler, owner of WLS Chicago, regarding acquisition of these stations by the Blue.

Hailing FM as "the coming business in sound broadcasting," which will give the Blue an opportunity to assume leadership in this field, Mr. Woods said that applications have been filed or are being prepared for FM stations in key cities. He issued a warning, however, that no one in broadcasting can afford to ignore television and disclosed that plans for a complete Blue television system are nearing completion.

"While we own no television stations today," he stated, "I am convinced that television will prove to be the greatest medium ever developed for entertainment and advertising. The Blue Network is planning to file for its own stations i New York, Washington, Chicago and Los Angeles. We are encouraging Blue affiliates to file, as soon as possible, for the construction of both FM and television transmitters. Just as soon as material becomes available, both the Blue and many of its affiliates will be prepared to move into both these fields."

Urging a militant program policy as a necessity if the broadcasting industry is to maintain the prestige and leadership it now enjoys, Mr. Kobak pointed out that programming is not a one-man job. "I want all employes to listen to radio," he declared, "not just Blue shows, but all radio. Too many do not."

Other speakers at the session included: Phillips Carlin, vice-president in charge of programs; Keith Kiggins, vice-president in charge of stations; C. Nicholas Priaulx, vice-president in charge of finance; Charles Rynd, treasurer; Robert Swezey, counsel and secretary; G. W. Johnstone, director of news and special features; M. R. Schoenfeld, assistant general manager of the Chicago division; C. P. Jaeger, general sales manager, and John McNeil, manager of WJZ, Blue key station in New York.

TELL YOUR CLIENTS ABOUT THIS NEW ACTIVE MARKET

ALASKA

A highway connects Alaska with the states. Planes leave on schedule from Seattle daily. Steamship schedules leave several times weekly. A network of inter-Alaska highways is under construction. Thousands of people have migrated to Alaska to take part in the war effort—thousands are staying permanently. Hundreds of soldiers have applied for homesteads. ★ Strategic metals are being mined in no small quantity to take their place beside Alaska's gold production in value. Alaska's farmers have had very profitable seasons and are pulling themselves out of the hole in spite of their handicaps. The thousands of acres of forested lands are beginning to be developed and have already contributed hundreds of square feet of spruce for America's airplane industries. ★ A vast network of airbases has been established and will be used in civilian aviation following the war. Alaska will then be on world air routes to the orient. ★ Alaska is engaged today in the building of a great state, one that will far surpass the most vivid imagination of most of us today. Its importance in world strategy, in commercial value has just begun to be realized. It is the fastest growing area on the American continent and one of the richest possessions of the United States. ★ Higher wages provide Alaskans with two to four times the buying power per capita as in the states. These people depend today upon their radio for their news, entertainment and contact with one another and with the world at large. Nowhere does the radio play such an important part in their daily lives as in the many Alaska communities. A test campaign will convince you of these facts. Costs are low for reaching this rich market. Write or wire for availabilities.

★ ★

If you have any questions regarding Alaska, her present and expectations for the future, drop me a note and I'll send you all information that may be released. ★ I still have a few more copies of our Annual Pictorial Edition of Alaska Life left. Had a lot of requests already which we were glad to send to those requesting it. It really will give you and your clients a clear picture of the Territory today. And if your clients are progressive and interested in new business and more markets, you won't let them pass over Alaska.

KINY

5000 Watts Juneau

KTKN

1000 Watts Ketchikan

★ ★

KINY-KTKN Programs Released through cooperation with U.S. Army:

BING CROSBY
RED SKELTON
FRED ALLEN
ALBUM FAMILIAR MUSIC
JOHN CHARLES THOMAS
HARRY JAMES
FRED WARING
ALDRICH FAMILY
BURNS AND ALLEN
HOUR OF CHARM
YARNS FOR YANKS
SPOTLIGHT BANDS
KAY KYSER
MELODY ROUNDUP
FIBBER McGEE
HIT PARADE
ONE NIGHT STAND
ANDRE KOSTELANETZ
SAMMY KAYE
FAMILY HOUR
PAUL WHITEMAN
TOMMY DORSEY
FITCH BANDWAGON
CHARLIE McCARTHY
CONTENTED HOUR
MAXWELL HOUSE SHOW
YANK'S SWING SESSION
GREAT GILDERSLEEVE
DUFFY'S TAVERN
DINAH SHORE
COMMAND PERFORMANCE
BOB CROSBY

EDWIN A. KRAFT

ALASKA RADIO HEADQUARTERS

708 AMERICAN BUILDING SEATTLE 4, WASHINGTON

★ Telegraph operator at 15; electrical wizard at 50; benefactor of America and the world.

KOA

A GREAT AMERICAN RADIO STATION

Few stations in the nation can equal KOA's dominance in

POWER (50,000 watts).
PROGRAMS (9 of first 10)
COVERAGE (parts of 7 states)
LISTENER LOYALTY (69%)
DEALER PREFERENCE (68.8%)

KOA 50,000 WATTS 850 K.C. FIRST IN DENVER

Represented Nationally by Spot Sales!

Purely PROGRAMS

DEVELOPMENT of ideas in the Americas is the theme of the second "semester" of *Lands of the Free*, historical series of NBC's Inter-American University of the Air. First broadcasts describe relationships between white men and Indians; the following six describe contributions of European peoples, and the remaining ten highlight individuals who have influenced life and thought. Three of the 20 programs will originate through the Canadian Broadcasting Corp. Background material is made available to listeners in the form of a handbook published by the Columbia U. Press.

* * *

WTAG First

WTAG Worcester claims credit for conducting the first radio interviews from the Army's newly constructed Cushing General Hospital, Framingham, Mass., which is described as the "most efficient and best-equipped hospital in the world". The program, presented in behalf of the Red Cross on the week of March 20, included interviews with men returned from action over seas, and originated from the sun-room of the hospital, which was equipped by the Red Cross.

* * *

Defense Series

REVIEW of working conditions in Los Angeles area war production plants is presented in the weekly quarter-hour program *An Ounce of Prevention* on KECA. Interviews with workers are conducted by Bob Purcell, station special events director, and transcribed for later release. Series is presented jointly by public service department of radio division of Earle C. Anthony Inc., and Los Angeles city and county defense councils.

* * *

Italian Aid

WOV New York has started a series of daily broadcasts designed to help establish contact between Italian prisoners of war interned here and their American relatives. Names of war prisoners are broadcast in Italian during the five-minute program. All information is cleared by arrangement with the Red Cross Foreign Inquiry Service. It is believed that the program will intensify sympathy of Italians for the allied cause.

* * *

Victory Gardeners

KSD ST. LOUIS has begun a series of ten weekly programs to help Victory Gardeners featuring gardening and nutrition specialists from the U. of Missouri, who will give advice on such matters as soil care, crop selection, insect control, orchard care and canning and preservation of foods. Questions will be answered by the experts on the air by mail.

* * *

Imitations

VOICES of leading headline personalities of the day are imitated by Nat Hale, "the man of 1000 voices," in a series of twice-weekly quarter-hour program *Drama in the News* on WEVD New York. Mr. Hale duplicates the voices of Churchill, Stalin, Hitler, Tojo, and other well known world figures.

Youth Course

REPRESENTATIVES of National Association of Manufacturers and Committee of Industrial Organizations are among those taking part in a six-week series of broadcasts on *Youth Faces the Post-War World* on WQXR New York. The weekly half-hour series started March 25 and originates from the meeting house of the Ethical Culture Society of New York, as part of a course for young people.

* * *

FBI Cases

ACTUAL cases from FBI files are now dramatized on WINX Washington, D. C. in an effort to show the causes of juvenile delinquency. Titled *The F.B.I. Reports*, program is broadcast Sundays in cooperation with J. Edgar Hoover and the F.B.I. Recreation Assn. No specific curative measures are presented but emphasis is placed on the elimination of conditions proved to foster youth crimes.

* * *

Wish-Wish

SOLDIER'S wishes have a pretty fair chance of coming true on *Behind the Dog-Tag*, KVOO Tulsa G.I. show designed for that purpose and broadcast from Camp Gruber, Okla. Wishes of soldiers which already have come true include a screen test, date with a princess, ride in a submarine and a chance to conduct a symphony orchestra.

* * *

WELI Forum

SPONTANEOUS forum series conducted by WELI New Haven, Conn., is known as the *Connecticut Forum of the Air* and is heard every Thursday evening, 8:30-9 p.m. Yale U. personalities and other well-known people living in Connecticut participate on the unprepared discussion program.

* * *

Idaho History

IDAHO history and folklore that commonly isn't known highlights *Pioneer Parade* now heard on KIDO Boise, Ida. Half-hour Sunday evening full cast production portrays the life and problems of the early Idaho settlers. Program is sponsored by a local department store.

* * *

WBBM Show

STEEL and the war complete the format of a new WBBM Chicago half hour sustainer, *Workshop for War*. The documentary series salute the home front service men and women in steel, railroads, shipping, agriculture, meat packing, and aviation industries.

* * *

Sports Tips

WEEKLY quarter-hour *Spent Spinner* program with news of interest to sportsmen and fishermen has started on CKWX Vancouver. A noted local sportsman-columnist is producer of the program.

New on Blue

QUIZ FORMAT predominates in two Blue sustainers scheduled to begin in April. *Listen, The Women* presents a panel of five different women in a Sunday half-hour quiz and forum session on problems of feminine interest, with Janet Flannere, *New Yorker* magazine writer, as permanent m.c. In *Finders, Keepers*, musical half-hour quiz starting April 6 the studio audience will look for prizes hidden in the auditorium. They may keep all or part of their finds, depending on how well they answer musical questions, illustrated by Paul Lavalle's orchestra.

* * *

WOR Quiz

WOR New York on April 3 starts a weekly quarter-hour *Consumer Quiz* program. Studio audience will be quizzed on various products and when unable to answer, will be given the facts from a bulletin supplied by the U. S. Testing Co., New York, which tests fabrics and other products for quality. *Consumer Quiz* will form part of a "WOR Matinee" including the two next pro shows, *The Black Castle* and *Songs by Sunny Skylar*, with the audience invited to remain and view the entire performance.

* * *

Farm Forum

FARM FORUM broadcast March 9 over KXEL Waterloo, Ia., was an hour long program devoted to discussion by the leading agricultural men of the state on increased food production during 1944 and to further the Iowa Food Front Alert. Hugh Muncy, KXEL farm editor, acted as moderator throughout the Forum which included Governor Bourke B. Kickenlooper who pledged the support of the state to the farmer. Program was publicized through local newspapers and 43 counties were represented.

* * *

Catholic Series

FOR the fourth year, WMCA New York is broadcasting a series of programs dramatizing case histories from the files of New York Catholic Charities to promote the organizations' annual fund appeal. Weekly half-hour show is titled *Father Knickerbocker's War Diary* and runs for 5 weeks.

* * *

On Britain

TRANSCRIBED short-wave program of news events in Britain and human interest stories as narrated by British commentators is now heard over WLS Chicago. The quarter-hour BBC program, known as *London Column*, is heard Saturday evenings.

* * *

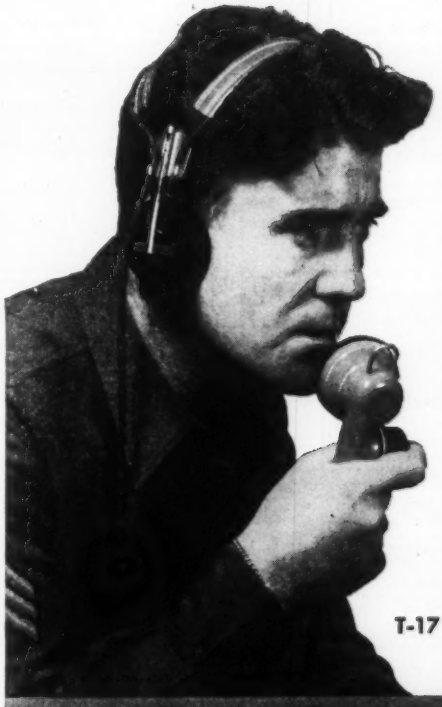
On KSO

HIGH SCHOOL students discuss juvenile problems each Thursday on KSO Des Moines. Seven week series follows a series of guest appearances of juvenile authorities, teachers and judges.

T-30

T-45

UNIVERSAL MICROPHONES IN MILITARY APPLICATION



T-17

Universal takes pride in producing these three types of Microphones at the request of the U. S. Army Signal Corps. These units represent but a small part of the skill and experience which has produced over 250 different types and models made available to our customers. From Submarine Detectors to High Altitude Acoustic units, Universal's Engineering experience has covered World War II.

These Microphones built without peace time glamour have every essential of military utility. When peace comes, Universal Microphones, with many innovations of design and accoutrements, will enter upon the post-war scene. Universal includes among its electronic communication components, in addition to microphones: Plugs, Jacks, Switches, and Cord Assemblies.

UNIVERSAL MICROPHONE COMPANY

INGLEWOOD, CALIFORNIA

Radio Advertisers

MONROE BOSTON STRAUSE (national bakers), have begun sponsorship of a four-weekly quarter-hour musical variety program on WCBM Baltimore.

BRAIT'S, Inc., Philadelphia, (chain of men's furnishing stores) Philadelphia and Camden, N. J., new to radio, has begun sponsorship on WCAU Philadelphia of the weekly *Hero of the Week* program. Contract for 13 weeks was placed through Murray Vernik Agency, Philadelphia.

B. F. GOODRICH RUBBER CO. of Canada, Kitchener, Ont., has appointed Walsh Adv., Toronto to handle advertising. Details of radio plans have not yet been released.

FULTON LEWIS, JR.

HAS TRAVELLED ENOUGH MILEAGE TO GIRDLE THE GLOBE TWICE

Where news is MADE . . . that's where Fulton Lewis goes to get his information. This past year he has traveled over 50,000 miles just to be certain that his news reporting is authentic. It has been a profitable venture . . . because Fulton Lewis commands the respect of a terrific audience . . . and over 100 sponsors. SELL HIM AT YOUR ONE TIME QUARTER HOUR RATE PER WEEK . . . call, wire, or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Dept. Store On Air

SAGE-ALLEN CO., leading Hartford department store, on March 20 began a mid-day series on fashion and food on WTIC starring Jan Miner, Connecticut commentator. The series, heard Mondy through Friday 12 noon-12:15 p.m. will be handled by Miss Miner as if she were in a salon at a fashion show, when she talks about fashions, and her beauty hints will be delivered as though she were in a beauty salon. Mrs. Raymond E. Baldwin, wife of Connecticut's governor, was the first guest March 20.

LUER PACKING Co., Vernon, Cal. (meat packers), on March 13 started sponsoring the daily Blue program *Mystery Chef* on KFMB San Diego. Contract is for 13 weeks. Agency is Mays & Bennett Adv., Los Angeles.

LANGENDORF United Bakeries, San Francisco (bread), on March 13 started *A Song Is Born*, weekly half-hour variety show, on 6 NBC California stations (KFSD KFI KPO KMJ KGW KOMO) Monday 6-6:30 p.m. (PWT). Contract is for 52 weeks. Account was placed by Pacific Coast Adv., San Francisco.

RYAN AERONAUTICAL Co., San Diego, Cal. (employment), in a revision of contract, has started sponsoring a thrice-weekly half-hour transcribed musical program on KGB. Contract is for 52 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

HARTZ MOUNTAIN PRODUCTS, New York (bird, pet products), has renewed sponsorship of its quarter-hour program featuring singing canaries, *Master Radio Canaries*, Saturdays, WGN Chicago. Contract is for 13 weeks. Agency is George H. Hartman Agency, Chicago.

SALES FLY HIGH WHEN YOU BUY

BALTIMORE'S Blue Network Outlet

John Elmer, President — Geo. H. Roeder, Gen. Manager

FREE & PETERS, Exclusive National Rep.

OTIS KENYON, chairman of the board of Kenyon & Eckhardt, New York, and Mary Barber, of the War Food Administration, appropriately decorated with lapel sprigs of wheat, meet at a dramatic presentation of the 1944 advertising theme of the Kellogg Co.—"The Grains are Great Foods". Agency, which now handles the entire Kellogg account, staged a demonstration recently on the role of advertising in educating people to the nutritional values of whole grain cereals. Kellogg's advertising in radio, magazines and other media is being keyed to the nutritional angle of its products.

CROWN DRUG Co., Kansas City, Mo., on March 20 took over sponsorship for the rest of the year, *Baukhage Talking*, on KCMO Kansas City.

B PLUS BREAD Corp., New York, has appointed L. H. Hartman Co., New York, as agency. Radio is considered.

AMERICAN SOIL Products Corp., New York, has also appointed Hartman Co. to handle advertising for an undisclosed product.

SUN MAID RAISIN Growers Assn., Fresno, Cal., has assigned its advertising and merchandising activities to H. J. Heinz Co., Pittsburgh, which has served only as its distributor. Account formerly placed by Foote, Cone & Belding will be handled by Maxon Inc., the Heinz agency.

VOICE of Experience, New York, has appointed Marcel Schulhoff & Co., New York, to handle advertising of the transcribed program *Voice of Experience*.

WILSON & Co., Chicago (Mor Ideal dog food), will renew sponsorship March 20 of a five-minute period on WMAQ Chicago Mondays through Saturdays. Contract is for 26 weeks. Agency is U. S. Adv., Chicago.

METRO-GOLDWYN-MAYER Corp., New York, March 20 started sponsoring five-weekly quarter-hour MGM *News With Chet Huntley* on KNX Hollywood. Contract is for 52 weeks. Agency is Donahue & Coe, New York.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

KELLOGG Co., Battle Creek, Mich. (cereal), on April 3 begins sponsorship of *Jack Berch & The Three Suns*, Mondays through Fridays, 1:15-1:30 p.m. on Mutual originating from WGN Chicago. Agency: Kenyon & Eckhardt, New York.

HARRY McQUEEN, assistant sales manager of the Pepsodent Co., Chicago, has been promoted to central sales manager.

PAUL LAZARUS, director of advertising and publicity of United Artists Corp., New York, leaves in early April to be inducted into the Army.

PICTORIAL FILMS Inc., New York, has appointed Norman A. Mack & Co., New York, as agency. Media plans are now being formulated. Radio may be used.

CAPITAL TRANSIT Co., Washington transportation concern, has appointed J. M. Hickerson Inc., New York, to handle its advertising. Employe talent show on a Washington station is being considered.

WESTERN AUTO SUPPLY Co., Oakland, auto supplies), has purchased a 52-week schedule of announcements of KROW Oakland. Account was placed through BBDO Los Angeles.

BOND CLOTHES, Oakland, Calif. (chain clothiers), to promote newly acquired women's department has started sponsoring thrice-weekly newscasts on KROW Oakland. Contract is for 52 weeks. Agency is Nef-Rogow, New York.

CAMPBELL SOUP Co., Camden, N. J., purchased a half-hour period on WCAU Philadelphia and WCAM Camden, N. J., on March 23 for the presentation of the Army-Navy "A" Award in recognition of achievement in food production. Special broadcast was handled by Ward Wheelock Agency, Philadelphia.

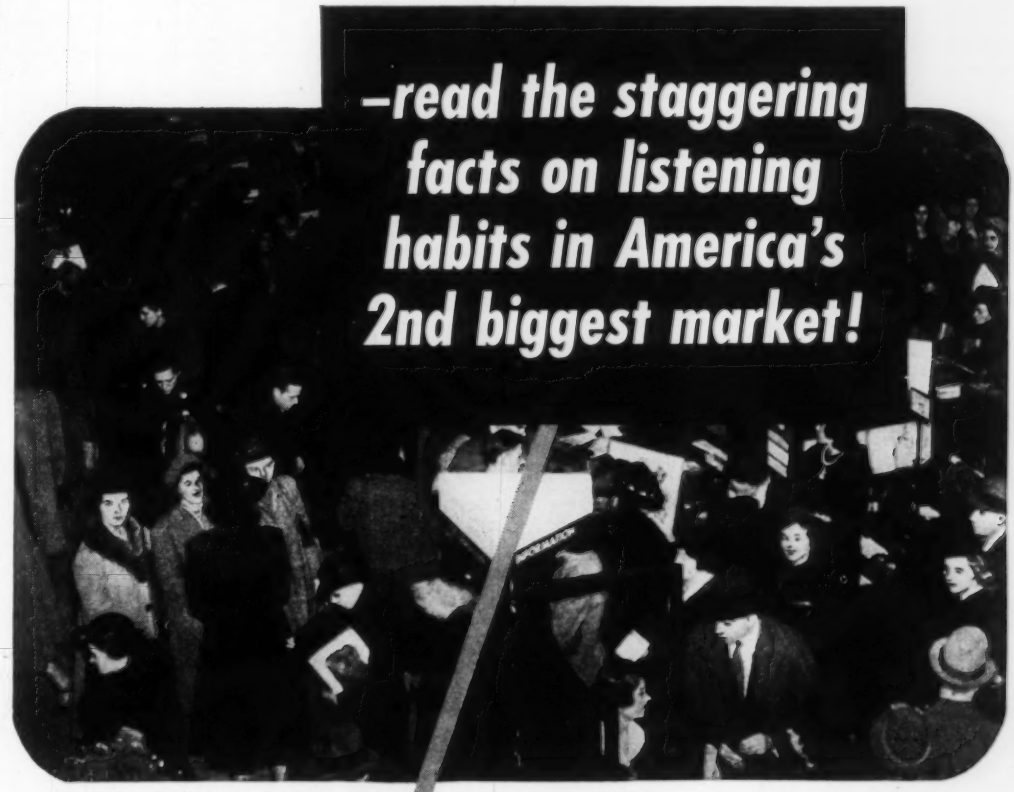
CHICAGO MOTOR CLUB has placed its account with the Agency Service Corp., Chicago.

Sterling Expands

STERLING PRODUCTS Inc., Wheeling, W. Va., last week increased outlets for a number of daytime serials by 100%. Firm ordered a full network for seven of the NBC programs sponsored by its subsidiaries: Bayer Co.; Chas. H. Phillips Co.; R. L. Watkins Co. Programs involved are now aired on from 56 to 76 outlets or an average of 64 stations per program. Station average per show will jump to 125 stations under the new contracts. Time clearance is now being obtained. Deal covers *American Album of Familiar Music; Stella Dallas; Young Widder Brown; Waltz Time; Manhattan Merry-Go-Round; Backstage Wife* and *Lorenzo Jones*. Agency is Dancer-Fitzgerald-Sample, Chicago.

Lorillard Replaces

P. LORILLARD Co., New York, on April 5 replaces Sammy Kaye's Old Gold program with a variety show featuring Frankie Carle's Orchestra. The revised program, heard on CBS Wednesday, 8-8:30 p.m., will also present Red Barber, sportscaster, and possibly Allen Jones, movie-actor. Sammy Kaye is scheduled to go on tour for a month after his March 1 broadcast. J. Walter Thompson Co., New York, is agency.



We asked: "What station do you listen to most?"

42% SAID WMAQ

MORE PEOPLE ANSWERED "WMAQ" THAN THE NEXT 3 STATIONS COMBINED!

In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

WMAQ CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network
NBC
A Service of Radio Corporation of America

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Reader's Digest, Pleasantville, New York, 3 *sa* weekly, 13 weeks, thru BBDO, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, (Super Suds), 12 *ta*, 52 weeks, thru Wm Esty & Co.
Colgate-Palmolive-Peet Co., Jersey City, (Palmolive Soap), 12 *ta*, 52 weeks, thru Ted Bates Inc., N. Y.
H. J. Heinz Co., Pittsburgh, (mustard & 57 sauce), 3 *ta* weekly, thru Maxon Inc., Detroit.
American Poultry Journal, Chicago, 2 *sp* weekly, Shaffer-Brennan-Margulis, St. Louis.
Alaska Life Publishing Co., Ketchikan, Alaska (Alaska Cavalcade Book), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle
Dr. Salsbury's Labs, Charles City, Ia. (poultry medicine), 5 *sa* weekly, 13 weeks, thru N. A. Winters Adv. Agency, Des Moines.
Capper Hatchery, Elgin, Ill. (chicks), 2 *sa* weekly, thru Coles Inc, Des Moines.
Walker Remedy Co., Waterloo, Ia. (poultry medicine), 5 *sa* weekly, 52 weeks, thru Weston-Barnett, Waterloo, Ia.
Quaker Oats Co., Chicago (oat seed improvement), *sa* weekly, 13 weeks, thru Sherman & Marquette, Chicago.
Studebaker Corp., South Bend (institutional), 5 *ne* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Rit Products Corp., Chicago, 6 *ta* weekly, thru Simmonds & Simmonds, Chicago.
Peters Cert. Poultry Co., Newton, Ia., 2 *sp* weekly, 52 weeks, thru Coles Inc., Des Moines.

WMAQ Chicago

Good Foods, Minneapolis (Skippy Peanut Butter), *sp* weekly, 52 weeks, thru Guild Adv. Agency, San Francisco.
Commonwealth Edison Co., Chicago (appliance swap plan), 3 *sa* weekly, thru Foote, Cone & Belding, Chicago.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 65 *sa*, 13 weeks, thru Young & Rubicam, N. Y.

KECA Los Angeles

Bateman-Eichler & Co., Los Angeles (investments), *ne* weekly, thru Elwood J. Robinson Adv., Los Angeles.

KFRC San Francisco

American Chicle Co., Boston, 7 *ta* weekly, 39 weeks, thru Badger & Browning, Boston.
Barron-Gray Packing Co., San Francisco (Vegetable Juice Cocktail), *sp* weekly, 13 weeks, thru Long Advertising Service, San Francisco.
Breuner's, Oakland, Calif. (furniture), *sa* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Bu-Tay Products Co., Los Angeles (Bu-Tay Rain Drops), *sp* weekly, 13 weeks, thru Glasser-Gailey & Co., Los Angeles.
Leslie Salt Co., San Francisco, 2 *ta* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.
Loma Linda Food Co., San Francisco (food products), *sp* weekly, 13 weeks, thru Gerth Pacific Adv. Agency, San Francisco.
Sumner Rhubarb Growers' Assn., San Francisco (rhubarb), *sp* weekly, thru Long Advertising Service, San Francisco.
Russell-Spreckels Dairy Co., San Francisco (milk), *ta* weekly, 52 weeks, thru Lyon Adv. Agency, San Francisco.
Prudential Realty & Finance Co., Oakland, Calif. (loans), *ne* weekly, 13 weeks, thru Pacific Adv. Staff, San Francisco.
New Century Beverage Co., San Francisco (Pepsi-Cola), *ta* weekly, 52 weeks, thru Ruthrauff & Ryan, San Francisco.

KHMO Hannibal, Mo.

Gospel Broadcasting Co., Pasadena, Cal. (Old Fashioned Revival Hour), *t* weekly, 52 weeks, thru R. H. Alber Co., Los Angeles.
Columbia Brewing Co., St. Louis (Alben Brau Beer), 6 *t* weekly, 52 weeks, thru Olian Adv. Co., St. Louis.
Nutrena Mills Kansas City (feeds), 4 *sa* weekly, 13 weeks, thru Ferry-Hanly Co., Kansas City.
David G. Evans Coffee Co., St. Louis, (Old Judge Coffee), 5 *ne* weekly, 26 weeks, thru Ruthrauff & Ryan, Chicago.
Hyde Park Breweries Assn., St. Louis, (Hyde Park Beer), 3 *t* weekly, 26 weeks, thru Young & Rubicam, Chicago
Miles Labs, Elkhart, Ind. (Dr. Miles Nervine & Anti-pain Pills), 5 *ta* weekly, 52 weeks, thru Wade Adv., Chicago.
Larabee Flour Mills Co., Kansas City (Larabee's Best), 3 *t* weekly, 26 weeks, thru Potts-Turnbull Co., Kansas City.
Pepsi-Cola Bottling Co., Atlanta, 12 *ta* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.

WJJD Chicago

Utilities Engineering Institute, Chicago, 5 *sa* weekly, thru First United Advertisers, Chicago.
The Chicago Sun, 7 *sp* weekly, 52 weeks, thru Leo Burnett Co., Inc., Chicago.
Three Sisters Inc., Chicago (women's apparel) 20 *sa*, thru Aubrey, Moore & Wallace, Chicago.

KYW Philadelphia

Grove Labs., St. Louis (Vitamins & cold tablets), 5 *ne* weekly, 26 weeks, thru Donahue & Coe, N. Y.
Pure Food Co., Mamaroneck, New York (Herb-Ox Bouillon Cubes), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, N. Y.
Hy-Trous Corp., Boston (plant food), *sa* weekly, 52 weeks, thru Broadcast Adv., Boston.
Lambert Pharmacal Co., St. Louis (Listerine Tooth Powder), 3 *sa* weekly, 13 weeks, thru Lambert & Feasley, N. Y.
Musterole Co., Cleveland (musterole), 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Lever Brothers Co., Cambridge, Mass. (Vimms), 8 *ta*, 8 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Land Title Bank & Trust Co., Philadelphia (banking), 5 *sa* weekly, 52 weeks, thru Stewart-Jordan, Philadelphia.
Freihofer Baking Co., Philadelphia (bread), 5 *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.

WENR Chicago

E-Z-Do Co., New York (wardrobes), 2 *sa* weekly, 13 weeks, thru Grey Adv. Agency, N. Y.
Fougera Co., New York (Don Juan lipstick), 2 *sa* weekly, direct.
Commonwealth Edison Co., Chicago, 2 *sp* weekly, thru Foote, Cone & Belding, Chicago.
Maggi Co., New York (Maggi Seasoning), 3 *sa* weekly, 13 weeks, thru Needham & Grohmann, N. Y.
Leaf Gum Co., Chicago 3 *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.

KFI Los Angeles

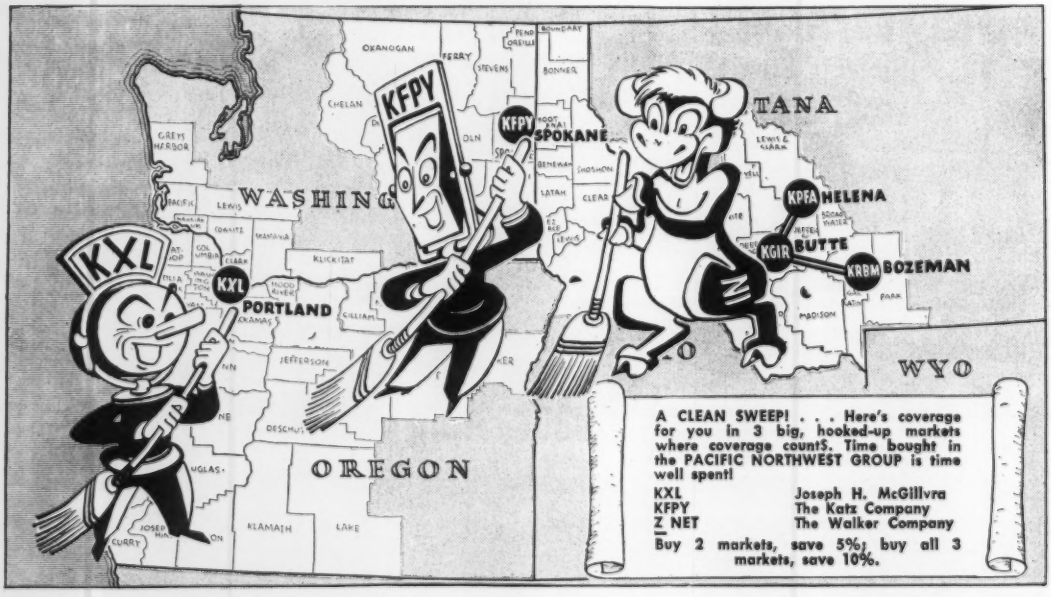
Globe Grain & Milling Co., Los Angeles (Globe A-1 flour), 2 *sp* weekly, 13 weeks, thru McCann-Erickson, Los Angeles.
Leslie Salt Co., San Francisco (Leslie salt), *ta* weekly, 52 weeks, thru Erwin, Wasey & Co., San Francisco.
Gragnano Products, San Francisco (Golden Grain spaghetti), 2 *ta* weekly, 13 weeks, thru Brisacher, Van Norden & Staff, San Francisco.

WJZ New York

Rubsam & Horrmann Brewing Co., Staten Island, New York (R & H Beer), 2 *sp* weekly, 52 weeks, thru Samuel C. Croot Co., N. Y.
Taylor-Reed Corp., Mamaroneck, New York (Tumbo Pudding), 5 *sa* weekly, 13 weeks, thru Tracy, Kent Co., N. Y.

KGER Long Beach, Cal.

Adam Hat Stores, New York (chain), 40 *sa*, thru Glicksman Adv. Co., N. Y.
Metropolitan Bible Church, Denver (religious), 5 *sp* weekly, thru Son de Regger & Brown, Des Moines.



U. S. NET SHOWS TOPS IN CANADA

U. S. NETWORK shows are most popular in Canada according to ratings for March released last week by Elliott-Haynes, Toronto. With a rating of 45.5, Charlie McCarthy heads the list of the first 15 evening national network shows. *Fibber McGee & Molly* came second with a 41.7 rating and *Lux Radio Theatre* ranked third with 40.8. Other top English language programs were rated in the following order: Jack Benny, *Aldrich Family*, Bing Crosby, Bob Hope, H. L. Hockey, *L for Lanky, Treasure Trail, Album of Familiar Music*, Fred Allen, *Waltz Time, John & Judy* and *Big Town*.

Giving the top seven favorite Canadian English-language programs to American network shows piped into Canada, the next three were Canadian. On the French network, *Ceux qu'on Aime* leads with a 42.0 rating followed by the French version of *Treasure Trail, Secrets of Dr. Morhanges, French Lux Radio Theatre* and *Nazaire et Barnabe*.

NAM Discs

WITHIN four to six weeks the National Industrial Information Committee public relations subsidiary of the National Assn. of Manufacturers will release a series of transcriptions to put over the idea that greater production means more jobs. Titled *Business Men Look to the Future*, a series of quarter-hour panel discussions by business and industry figures, the discs are being offered to stations on request, for local broadcast. Radio plans are part of a nation-wide "Better America" promotion campaign originally announced by Alfred P. Sloan, chairman of the board of General Motors Corp., and NIIC chairman. [BROADCASTING, Dec. 27, 1943] There are no plans to date for direct radio advertising.

Franklin Simons Series

FRANKLIN SIMONS, women's specialty store in New York, starts an institutional campaign on WQXR New York April 17. Store will sponsor a twice-weekly half-hour program at 10 p.m., titled *Musical Milestones*. Recorded music will be selected to tie in title or mood with the early days of the store. Franklin Simons plans to continue a series of 21 live announcements weekly on the same station for particular products and services, currently its fur storage facilities. Agency is Hirshon-Garfield, New York.

MBS Adds Two

MUTUAL has acquired two new stations, one in Florida and the other in Wyoming, making a total of 221 MBS affiliates. WDLP Panama City, Fla., operated by Panama City Broadcasting Co., with 250 watts on 1230 kc, and owned by John H. Perry, started operations as a Mutual outlet March 19. The Wyoming station, KVRS Rock Springs, joins the network April 1. It is operated by Wyoming Broadcasting Co. with 250 watts on 1400 kc.

Smith in New Post

HASSELL W. SMITH, vice-president in charge of radio for Botsford Constantine & Gardner, West Coast agency, has resigned to become general manager of Hillman-Shane-Breyer, Los Angeles, effective April 1. Mr. Smith has been with Botsford, Constantine & Gardner since December, 1941. Prior to that he was for six years San Francisco manager of Long Adv. Service. For three years previous he was sales manager of KFRC San Francisco. In his new capacity Mr. Smith will coordinate all activities of Hillman-Shane-Breyer.

Mr. Smith

Fitzgerald Named

EDWARD J. FITZGERALD, formerly vice-president of Erwin, Wasey & Co. and vice-president of Donahue & Coe, where he specialized in drug accounts, has joined Dancer - Fitzgerald-Sample, Chicago, as an executive handling the American Home Products account. From 1936 to 1938 Mr. Fitzgerald was in charge of copyrights at the NAB.

Mr. Fitzgerald

Titus Named

KEN C. TITUS, formerly with WCCO Minneapolis, and prior to that a radio timebuyer for several years with Knox-Reeves Advertising, Minneapolis, has been named head of the radio department of McCann - Erickson, Minneapolis. Evelyn Vanderploeg, for the past year a radio timebuyer at McCann - Erickson, Minneapolis, has been transferred to the Chicago office radio staff.

Mr. Titus

Morse Revision

CHESTER SLAYBAUGH, former timebuyer of Morse International Inc. New York, who succeeded Richard Nicholls as radio director a month or so ago, bears the title of manager of the radio department under a general reorganization. C. Coleman Dawson, independent producer for several years and formerly associated with CBS, has been named director of programs. Two new timebuyers have joined the agency—Walter W. Simons, and Eurice C. Dickson, formerly of WBAL and NBC respectively.

Oliver B. Merrill

OLIVER B. MERRILL, 74, New York advertising counsel formerly with National Independent Broadcasters and various magazines, died March 22 in Overlook Hospital, Summit, N. J., following an operation.

Eddie Cantor came to town during the 4TH War Loan and in a sun-up to sun-up broadcast over sold $40,130,075 in War Bonds . . . to folks as far north as Canada . . . far east as Illinois! An all-time peak for one-day, one-station War Bond marathons! Thanks lots, Eddie, for showing again how KPO really reaches.

KPO's the only 50,000 watter east of Moscow, west of Salt Lake, north of Los Angeles and south of Seattle

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

WGR

5,000 WATTS by DAY
1,000 WATTS by NIGHT
550 K. C.

Buffalo's Most Powerful Transmitter Plant

MUTUAL

BUFFALO BROADCASTING CORPORATION
National Representatives:
FREE & PETERS, INC.

Agencies

HUBBELL ROBINSON, New York radio director of Young & Rubicam Inc., is in Hollywood for several weeks conferring with Paul Rickenbacher, chief talent buyer on summer replacement shows.

WILLIAM CALLENDER, formerly advertising manager of the Gulf States Utilities Co., Louisiana Division, Baton Rouge, has joined Lamport, Fox, Prell & Dolk, South Bend, Ind.

WILLIAM D. HORNE Jr., formerly of Fulton, Horne, Morrissey Co., Chicago, has joined Needham, Louis & Brorby, Chicago, as an executive vice-president.

AAAA Meeting

AMERICAN ASSN. of Advertising Agencies will hold a one-day annual meeting on April 11 at the Waldorf-Astoria, New York, a "members-only, practical, working type of meeting without media or advertiser guests", according to the announcement. Program committee is headed by A. D. Chiquoine Jr., vice-president, BBDO.

OSCAR H. ROMAGUERA, member of the public relations department of NBC's international division, has been placed in charge of the radio section of J. Walter Thompson's Latin American department, with headquarters in New York. Before joining NBC, Mr. Romaguera was news editor of WLWO, Crosley shortwave station in Cincinnati.

Y&R Changes

FRANK TELFORD and Jack Roche have joined Young & Rubicam, New York, as radio program directors. Mr. Telford, former freelancer, is being considered for *We The People*. Dave Levy, present director, goes into the armed forces soon. Mr. Roche, also a former freelancer, may direct *Duffy's Tavern* when the program returns to the West Coast in early April. Joe Hill, former radio director for Young & Rubicam, has been appointed radio production supervisor.

N. E. McLAUGHLIN, formerly of McCann-Erickson, New York, has joined Dan B. Miner Co., Los Angeles, as account executive. He succeeds H. B. Clarke, resigned.

ZLOWE Co., New York, has moved to 507 Fifth Ave. Phone number is Vanderbilt 6-4885.

LOUISE LUDKE has joined Barton A. Stebbins Adv., Los Angeles, as time, media and production buyer.

ALLIED ADV. AGENCIES, Los Angeles, has established Seattle offices at Northern Life Tower Bldg. Telephone is Elliott 1972. Kenneth Von Egidy is production manager and Art Moore account executive.

DON PARMALEE, formerly account executive of George M. Wessells Co., Los Angeles, has joined Hixson-O'Donnell Adv., Los Angeles. He succeeds Eric Strutt, now lieutenant (j.g.) in the Navy.

GLADYS M. CONRY, script writer, formerly associated with Benton & Bowles, and Erwin, Wasey & Co., has joined the radio staff of Donahue & Coe, New York, as writer and script editor.

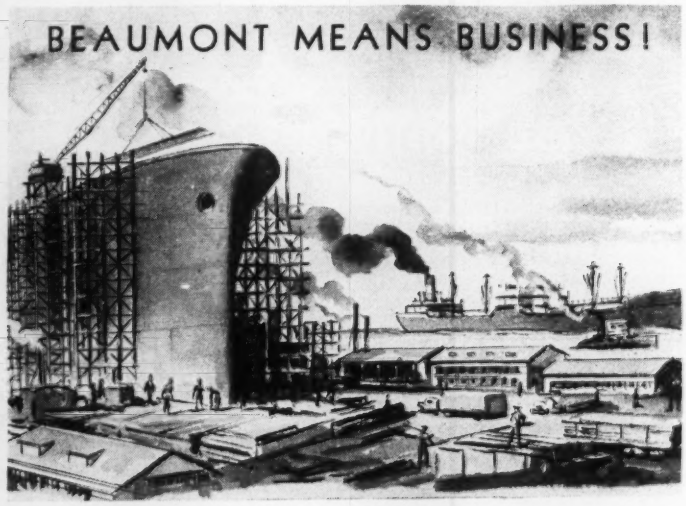
CLIFF LUBKERT, transcription producer in the radio department of McCann-Erickson Inc., New York, has been granted a leave of absence to enter the Army, March 27. He has been replaced by Johnny Wilson, assistant director at CBS who joined the agency last week.

M. J. WHITE is resigning as media director of Grey Adv., New York, April 1. She plans to work in the radio field.

JOHN V. TARLETON, president of the former agency J. Stirling Getchell Inc., has joined Wm. Esty & Co., New York, in an executive capacity on radio accounts.

ESSIG Co., Los Angeles agency, has established San Francisco offices in the Russ Bldg., with T. C. MacKay as manager.

BEAUMONT MEANS BUSINESS!



Ships and Shipping

POST-WAR AND POST-NOW

● For years four great ports have contributed to the growth and prosperity of Beaumont and the Sabine area. Now great shipyards further accelerate the growth of this prosperous, populous market of well over 250,000 people. Shipyards and shipping, huge oil refineries, rice mills, steel and iron works, and great new synthetic rubber plants are your assurance of a market which will continue to grow . . . now and post-war.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this great market. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE *MAGNETIZED SABINE AREA

*Magnetized . . . drawing people and industries from other sections!

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. ● Chicago ● New York

HAY McCLINTON vice-president in charge of radio for N. W. Ayer & Son, is on the West Coast conferring with Robert C. Coleson, Hollywood manager, on agency produced network programs.

GEORGE BAYARD, vice-president of Russell M. Seeds Co., has returned to Chicago after three weeks in Hollywood.

ENSIGN TED KRUGLAK, USMS, formerly with the Katz Agency, New York, has returned to the United States after 10 month's service in the Mediterranean. He is currently attending Hospital Corps school at Sheepshead Bay, N. Y.

ROBERT B. RAINS, formerly on the sales staff of WJR Detroit, and previously in the advertising agency field, has joined Paul H. Raymer Co., station representative, as manager of the Detroit office. He replaces Richard Kopf.

GEORGE CADENAS, formerly with Sheldon, Morse, Hutchins & Easton, New York, has joined the public relations staff of J. M. Mathes Inc., New York.

HARRY G. OMMERLE, vice-president and account executive of Ruthrauff & Ryan, New York, formerly with the William Morris Agency, is resigning to re-enter the talent field.

ROBERT L. "Bud" SWATS, formerly an executive with Radio Adv. Corp., Chicago, is now in service at Ft. Riley, Kan.

Thomas G. McReynolds

THOMAS GEORGE McREYNOLDS, 33, recently appointed account executive of Young & Rubicam, Toronto, died suddenly at Toronto after a short illness. Upon leaving school he joined R. C. Smith & Son, Toronto, later went to Colgate-Palmolive-Peet Co., Toronto. He was chairman of the national advertising committee on the food industry's war stamp sale, and was a member of the public relations committee on two Canadian Victory Loan drives. He is survived by his widow, a son and two daughters, his parents, three sisters and two brothers.

Jewel Tea Spots

JEWEL TEA CO., Barrington, Ill. (Jewel Food Stores and Jewel Home-Service Routes), has appointed Goodkind, Joice & Morgan, Chicago, to handle advertising. Daily spot announcements are being used on WBBM Chicago. Further plans are not yet complete.

Small network station in Southern City needs an experienced copywriter; one who can prepare a variety of commercial copy with ease, and can also, if time permits, create and prepare continuity for sustaining programs. Please send all details, including photograph, and outline all actual radio copywriting experience. All replies held confidential. Address—

Box 62 Broadcasting

Wilco on Coast

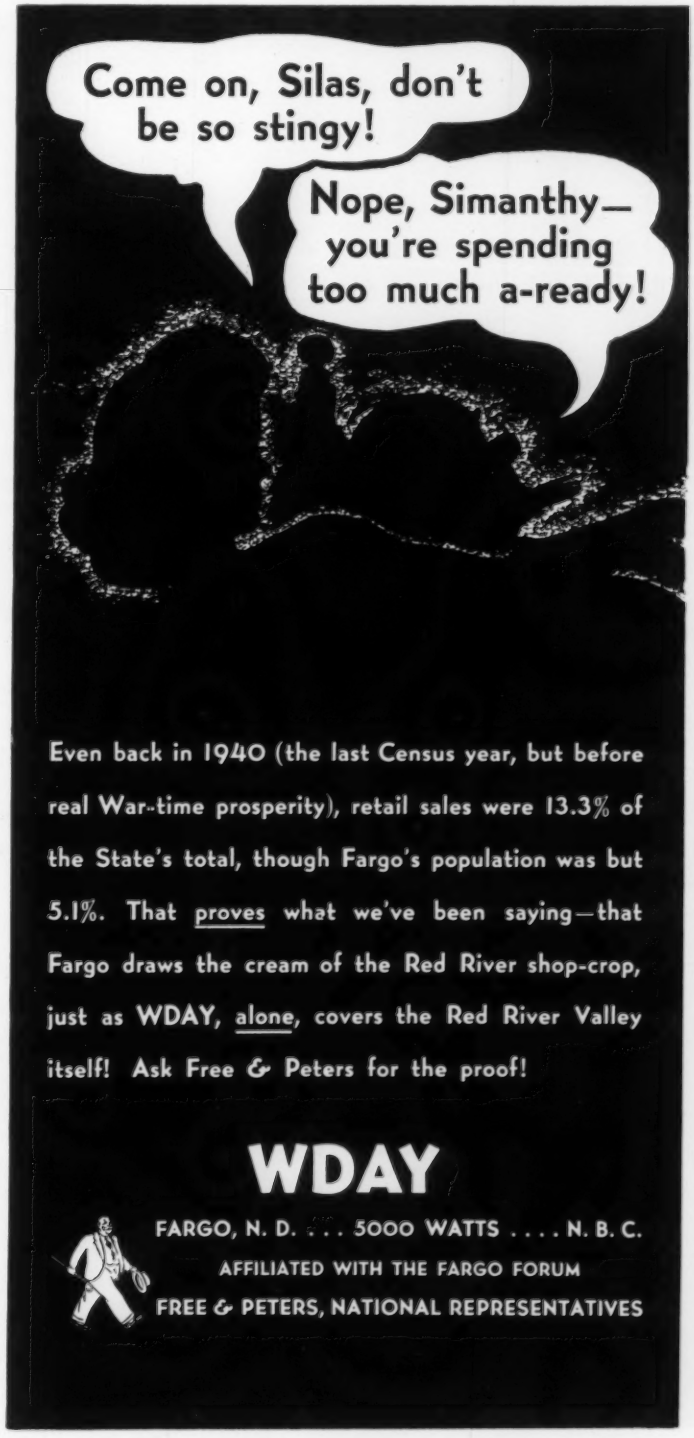
WILCO Co., Los Angeles (Biff, Clearex) on April 4 starts sponsoring a twice-weekly five-minute film commentary by Clinton (Buddy) Twiss on 14 Blue Pacific stations, Tuesday Thursday, 10:55-11 a.m. (PWT). Contract is for 13 weeks. Noel Corbett writes the series. Agency is Elwood J. Robinson Adv., Los Angeles.

Col. Ayling Honored

COL. JOHN G. AYLING, former executive of Geyer, Cornell & Newell, New York, has been granted the posthumous award of the Army Legion of Merit. Col. Ayling was reported killed in action last September.

Form New Agencies

FRANKLIN SPIER and Aaron Sussman last week dissolved their New York advertising agency to form two separate companies. Firm handled book and magazine accounts exclusively. Mr. Spier has set up an agency under his own name at 40 East 49th St. Russel D. Hamilton, Richard Porter and Mary J. Shipley are account executives. Joining forces with Samuel Sugar, Mr. Sussman will transfer his accounts to a new agency opening May 1 under the name of Sussman & Sugar at 24 W. 40th St. Test spot radio campaigns are being planned for Random House; Tudor Press (Esquire Bedside Book); and Ziff-Davis Publishing Co., which may use radio.



Even back in 1940 (the last Census year, but before real War-time prosperity), retail sales were 13.3% of the State's total, though Fargo's population was but 5.1%. That proves what we've been saying—that Fargo draws the cream of the Red River shop-crop, just as WDAY, alone, covers the Red River Valley itself! Ask Free & Peters for the proof!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

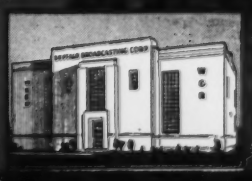
WKBW

50,000 WATTS

1520 K. C.

Buffalo's Most Powerful Transmitter Plant

COLUMBIA



BUFFALO BROADCASTING CORPORATION

National Representatives: FREE & PETERS, INC.

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

WAIR

Winston - Salem, North Carolina

5000 WATTS • DAY AND NIGHT

WJW 850

BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

Studio Notes

WTMJ Milwaukee on March 13, eve of the local primary election, cancelled two network commercial programs to provide an hour of free time to the city's six candidates for Mayor. Each was alloted eight minutes.

LYTLE FREDERICKSON, AP foreign correspondent returned from a German prison camp by way of the Gripsholm, is now at WLW Cincinnati as guest world-front observer.

STROMBERG-CARLSON Co., Rochester, N. Y., has incorporated the Gallup Pole in a new music-news program which the company has begun on WHAM Rochester, Wednesday evenings.

WTAG Worcester has loaned its mobile unit to OWI to make recordings for future shipment to English-speaking countries for broadcast.

WIS Columbia, S. C. has inaugurated a weekly announcers' clinic session to review operations of the week and to discuss ways of improving programming service.

WWNC Asheville, N. C., will begin broadcasting a quarter-hour earlier each morning effective April 2.

IN KEEPING with its policy of friendliness, KSAL Salina, Kan., answers every piece of mail received from listeners by special postcard, thanking each writer for his criticism or comment.

MILITARY music originating from Radio Theater at Fort Sheridan, Ill., constitutes a new half-hour WGN Chicago sustainer heard Saturdays.

KSO and KRNT, the Cowles stations in Des Moines, and the advertisers using the stations gave more than 1,000 hours of air time in 1943 to the war effort, nearly twice the time given in 1942.

RALPH S. PEER, head of Southern Music Publishing Co., has been reappointed representative of the Performing Rights societies of Argentina, Brazil, Chile, Mexico and Cuba for music played in this country.

WCAX, CBS affiliate in Burlington, Vt., officially opened and dedicated its new studio building, March 22. Attending an "open house" as guests of C. P. Hasbrook, president and manager, were to be Governor William H. Wills, and William A. Schudt, eastern division manager of CBS station relations department.

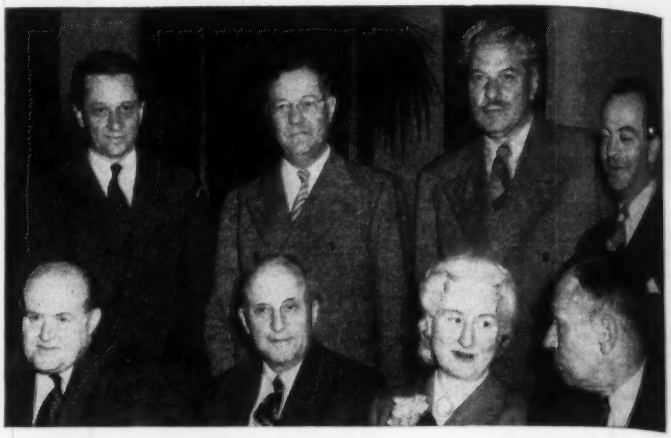
WLW Cincinnati farm program director Ed Mason originated his March 18 *Everybody's Farm Hour* from a southern Ohio sugar maple camp, giving a description of the old American industry.

WOR New York intensified promotion of the 1944 Red Cross War Fund with a war heroes day last Friday, March 24. Every hour on the hour, from 8 a.m. to 7 p.m., the station broadcast an interview and brief message from a serviceman just returned from a combat area.

IN COOPERATION with the Annual Writers' Conference of the Middle West, the Medill School of Journalism at Northwestern University will hold the Fifth Annual Conference in Scott Hall on the Evanston, Illinois campus, July 26-29.

WSGN Birmingham, Ala., has taken additional office space at the Dixie Carlton Hotel.

HALF-HOUR after WBTA Batavia broadcast notice regarding the disappearance of two small boys who had been missing from their homes for more than 19 hours, the two wanderers had been returned home by their finder, who heard the broadcast.



AGENCY-SPONSOR-NETWORK-EXECUTIVE group discusses initial broadcast of thrice-weekly Blue *Top of the Evening* which started on March 13. Westinghouse Electric & Mfg. Co. sponsors the 15-minute musical-variety series. Conversers are (seated, l to r) Jesse H. Lide, advertising manager of Westinghouse Electric & Mfg. Co.; Harry K. McCann, president of McCann-Erickson, Mrs. Harry K. McCann; Don E. Gilman, Blue Western division vice-president. Standing, Chester Posey, agency vice-president; W. H. Willson, Los Angeles division manager, Westinghouse; Clare Olmstead, Hollywood agency vice-president in charge of radio; Archie Scott, agency producer of *Top of the Evening*.

OFFICIALS of the Army, Navy and War Manpower Commission participated in a round-table discussion over WFIL Philadelphia outlining the problems and their solutions of the 'Work-to-Win' campaign which started in Philadelphia March 15.

WIZE Springfield, Ohio, now carries a three-weekly feature dedicated to the work of the Springfield War Service Council of Civilian Defense. Sponsor is the Eagle Tool & Machine Co.

THREE more stations have signed for the special AP radio wire through Press Assn., it was announced last week. They include KOCA Kilgore, Tex.; WDSM Superior, Wis.; WCAL Northfield, Minn.

WCCO Minneapolis saluted KSTP on the latter station's new location in Radio City, Minneapolis. A. B. Sheehan, assistant general manager, extended congratulations on behalf of the WCCO staff.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER for December 1943-January 1944

There must be a reason ... and this is it!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	12.5	23.2	36.7	27.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.6	31.1	20.4	18.2
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	41.1	12.3	37.1	8.1

WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • National Representatives

Lea Committee Probe

(*Continued from page 9*)

rmy and Navy and that from arch 25, 1942, to Nov. 25, 1943, e prints were sent direct on War ept. instructions.

Rep. Miller announced he wanted question Mr. Fly on subjects at would take "about one week" cover. Mr. Barger objected to statement offered the previous eek by Mr. Fly on the ground at it was "argumentative and petitious", but Rep. Miller sug- ested the statement remain in the ecord.

Mr. Barger reminded the Com- ittee that the FCC chairman was equested to furnish copies of let- rs between himself and President oosevelt regarding a "unified" in- rnational communications system. May I suggest that the Commit- e has an inherent and constitu- onal right to save these docu- ents from Mr. Fly under what- er capacity he professes to be cting?" he said.

"In that same connection," in- erposed Rep. Miller, "I would like ask the counsel for the FCC furnish a copy of the letter at was written by an Undersec- etary of the Navy in reference to e demotion of Adm. Redman. . . It was with reference to this ransaction: Adm. Redman had estified before the staff of this Committee. He had given certain testimony regarding Pearl Harbor and regarding an accident that had occurred to the task force operating in Alaskan waters. After this testimony was given by Adm. Redman, a copy of that testimony was requested by the White House.

"After the contents of the statement had been learned, thereupon Chairman Fly read, in the presence of Commissioner Craven, a letter presumably from the White House in which it was stated that certain things might happen to Commissioner Craven and others who testified in secret before the Committee investigating the FCC. A copy of this alleged letter or note from the White House was shown to Commissioner Craven."

When Mr. Denny said he had no information on "any such letter", Rep. Miller asserted that "if the Navy Dept. will relax its rules and permit me to, I will produce that letter". Mr. Denny said he had been "begging and pleading" for information on the alleged task force incident and Rep. Miller replied: "I suggest you get in touch with Adm. Hooper. . . . You don't have to beg and plead any longer. Adm. Hooper can tell you what task force it was, where it went and what happened as a result of the bungling of the FCC."

"Mr. Chairman, that is a terribly serious charge," said Mr. Denny, addressing Chairman Lea. "There is no evidence on it whatever."

"Of course there is no evidence because Adm. Hooper has been silenced by executive order," shouted Rep. Miller. "You know that and I know that and everybody here knows that." Mr. Denny categorically denied such an incident and said he thought he could convince the Committee "no such thing ever happened".

Offers to Produce Witness to Incident

Rep. Miller continued that he hoped to produce "one or two boys on that task force, one of whom has been disabled as a result of the bungling of the FCC." Chairman Lea interrupted the exchange to instruct Mr. Denny to proceed on rebuttal of foreign-language broadcast charges.

In a public statement Tuesday night, Chairman Fly accused Rep. Miller of "throwing sneak punches at the Commission in the form of unsupported innuendoes" and said "Mr. Miller is carrying on the pattern of character assassination devised for him by the former counsel of the Committee. [Eugene L. Garey]. He continued:

> If Mr. Miller has any evidence that FCC men were responsible for any 'incident' as he hinted . . . he should bring his case into the open. This charge in the form of a snide innuendo has been tossed at us at least five or six times during these hearings.
>
> I can say further that neither Adm. Hooper's secret testimony nor that of any other official sets forth facts to substantiate such an irresponsible charge. Miller knows that. We have had 13 months of this sort of abuse from certain representatives of an investigative body presumably charged with some obligation to maintain something in the nature of a judicial attitude. Yet Miller continues to grab the headlines by planting the daily booby trap. Congressman Miller is clothed with something more than arbitrary power. He has the same quality of public trust that I, as a public official, am sworn to preserve.
>
> Both Miller and the press know that where we have got the charges into the open and been permitted to answer them with the overwhelming facts, the charges evaporated in thin air. But we are not playing for the headlines; Miller can have them. All we ask is something slightly resembling fairness and a judicial attitude.

Denny Denies FCC Employed Communists

Mr. Denny said when this country entered the war some 400 stations were broadcasting in foreign languages, the great majority of which was in German and Italian. He read from a mimeographed statement and Rep. Miller suggested the statement be incorporated in the hearings without being read by Mr. Denny to save time. Following an argument between the FCC counsel and Rep. Miller, Chairman Lea suggested "the witness be permitted to proceed as he desires in making his presentation". Mr. Denny offered to submit the statement and summarize it orally.

Mr. Denny denied, in answering Rep. Miller, that the FCC employed Communists in any station,

WRNL
RICHMOND VIRGINIA
5000 WATTS
910 KC
NIGHT AND DAY
FOR LOWER COST COVERAGE OF VIRGINIA'S MOST STABLE MARKET
RICHMOND
EDWARD PETRY & CO. INC. NATIONAL REPRESENTATIVES

WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Great things are coming from

GATES

Out of this war has come a better way of doing things—speeded production . . . more efficient designing . . . better ways to keep equipment on the job longer. Out of Gates' expanded production facilities are coming exciting, new things for the postwar radio industry . . . new developments and engineering efficiencies that are creating America's outstanding line of transmitting equipment.

If you are faced with equipment problems entailed in keeping your system on the air, let us know about them. Our engineering staff is ready and willing to assist and advise—whether you are Gates-equipped, or not.

Gates

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U. S. A.

Manufacturing Engineers Since 1922

saying the Commission did not employ "anyone in any station any place". He denied the FCC had ousted "good Americans" from jobs to make room for the employment of "aliens". He also denied the Commission had suggested to station management that certain employes be dismissed and others hired.

Rep. Miller asked if it was proper for a "member of the Commission to take a trip and to charge that trip up to Government expense . . . if for, example, you went to a city in order to repay a debt to someone to get a station in return for something that had been done," Mr. Denny objected to answering "hypothetical questions" and in the exchange that followed Rep. Miller wanted to know if it would be "proper to charge the Government for 16 bottles of seltzer when you were not on a mission of the FCC?" Again Mr. Denny protested that the question was hypothetical.

Miller Says Denny Gives Personal Conclusions

Further argument about the relevancy of Mr. Denny's testimony brought from Rep. Miller the statement that the FCC general counsel was giving his personal conclusion. "The Committee is well able to draw its own conclusions from the evidence in the record," Rep. Miller asserted.

"That is what I am afraid of," replied Mr. Denny. "If you draw your conclusions from what is in the record, I am afraid you will draw wrong conclusions." Rep. Miller asked if Mr. Denny knew 12/20ths of the record was made up of testimony by Commission employes.

Mr. Denny told the Committee that of 10 foreign-language broadcasters on the air when war broke out, the Dept. of Justice interned eight, adding: "If, in the opinion of the Dept. of Justice, they should be interned, my judgment follows that without further check they certainly should not be permitted access to the microphones of this country."

"In view of the failure of the FCC to turn over to the Dept. of Justice the fingerprints that were taken, aggregating some 250,000, until June 27, 1942, I submit, therefore, that what the gentleman has to say about the Dept. of Justice at this time is just so much evangelical bellywash," interrupted Rep. Miller. Chairman Lea told Mr. Denny to proceed.

Rep. Miller asked if Mr. Denny had become familiar with Axis espionage. Mr. Denny replied: "Yes, it was the FCC who discovered Axis espionage and broke it. The FBI picked up the PYL circuit. Incidentally this is a very ticklish question."

"I want to ask one question at this point," interjected Mr. Barger. "What agency of Government has jurisdiction over espionage and sabotage? Mr. Denny replied: "Radio espionage, the FCC." He said authority was under the Federal Communications Act. He said he planned to present two days' testimony on espionage—one in open hearing and one in executive session.

'Scared to Death!'

CHARLES R. DENNY Jr., FCC general counsel, last week told the House Select Committee to Investigate the Commission that he was "scared to death" of the Committee's record. Rep. Miller (R-Mo.) challenged a statement by Mr. Denny as "personal opinion" and demanded: "Are you afraid of the record?" Mr. Denny leaped to his feet. "Afraid of this record?" he shouted. "You bet I am. I'm scared to death of it!"

Rep. Hart questioned Mr. Denny's statement about pre-war broadcasts and said: "Do you contend there were no broadcasts praising Communism prior to the entry of the U. S. in the war?" When Mr. Denny replied he thought there were, Rep. Hart said: "We want the record to be complete. Why two forms of totalitarianism should be singled out and a third passed by, I don't understand." Mr. Denny explained in answer to questions of Rep. Hart and Rep. Wigglesworth that prior to the war the FCC monitored for Nazi, Fascist and Communist broadcasts but that after Pearl Harbor the "principal attention was devoted to Nazi and Fascist propaganda . That is all we had time to do."

Explains Views On Section 326

He promised to provide excerpts of scripts in which any Communist propaganda appeared if the records made by the FCC disclosed any. Mr. Denny criticized foreign-language stations which, he said, sold blocks of time to time-brokers whom in turn, sold the time to sponsors while the "station licensee would sit down and pocket the money and do nothing about it". Such operation, he said, amounted to turning over his station operation to another.

Rep. Magnuson posed the question that if a broadcaster were in doubt about something on his sta-

"Never mind, Schnitzelberg, now you can listen to WFDF Flint some more."

on and he asked the FCC for advice, would he get it? Mr. Denny cited a form letter which said the FCC would advise a licensee he would have sole power to determine what should be broadcast. When Mr. Barger directed attention to Sec. 326 of the Communications Act, which expressly prohibits the Commission from exercising any control over program content, Mr. Denny remarked:

"I don't see how arguments have crept into this record to the effect that Section 326 has been overruled by the Supreme Court decision in the chain broadcasting case. I don't place any such interpretation on the Supreme Court decision. In other words I agree with you."

Explaining license renewals, Mr. Denny said that if a license came up for renewal after Pearl Harbor and the licensee had permitted known Fascists to "come in and say things that are pro-Fascist, that presents a question of proper use of the wavelength". Rep. Wigglesworth asked:

Claims Noncompliance With Monitoring Rule

"No licensees have been lost because most station operators have been amenable to suggestions?" Mr. Denny replied: "When you read this statement I think you will be convinced that no suggestion has been made by the Commission to these people."

As Mr. Denny resumed the stand Wednesday he placed in the record seven additional statements covering various phases of the foreign language situation and the history of the War Problems Division. "There is some confusion," he said. "There have been charges that the War Problems Division was abolished in name only. The situation is simply this: Foreign language broadcasting is handled by various departments of the FCC. The War Problems Division was simply a shell of our Law Department."

Mr. Denny explained that in a reorganization of the Law Department the Commission was able to save $137,000 of a $206,000 appropriation. "In the present appropriation there is no fund for a War Problems Division," he said.

On foreign language broadcasts Mr. Denny said the Commission conducted a survey of one week in February 1943 and learned that 38.4% of the programs on the air were not monitored, in violation of the Censorship Code, and that no review was reported for 14.6% of the hours broadcast. He later changed his testimony to "noncompliance" rather than "violation" because, he said, the Code was a voluntary one.

Rep. Wigglesworth remarked that the Office of Censorship was "pretty well satisfied" with the job radio was doing, and Mr. Denny asserted: "I know that Censorship did not make a nationwide survey." He added, however, that the Commission made no survey other than the one week in February 1943 because "surveys cost money".

Mr. Denny said the Commission had no "express legal authority" to issue temporary licenses but did have "legal authority" under the Communications Act. He pointed out that temporary licenses were started by the old Federal Radio Commission.

Denies Charges of Conspiracy With OWI

"In a two-year period," he said, "463 stations were on temporary licenses at one time or another." He said many of those grants were due to late filing for renewals by applicants. Mr. Denny charged that Committee former counsel had mailed each of the 463 stations a questionnaire, a copy of which he inserted in the record. When he testified that many of the questionnaires were returned to the FCC, some with comments, Rep. Wigglesworth wanted to know how the Commission got possession of them and if the FCC had suggested they be returned to it rather than the Committee.

"When the people got these questionnaires they recognized the temporary license as a Godsend," said Mr. Denny. He offered a 46-page memorandum, embodying the replies of all except two licensees, he said, those two not being "proper for the public record". He offered statistics showing that of the 463 temporary licenses, 46% were

COMMITTEE'S VOTE

How Members Stood on Cut in Funds for FCC

EIGHT members of the Senate Interstate Commerce Committee, before which is pending the White-Wheeler Bill (S-814) to revise the Communications Act of 1934, voted to restore to the FCC its full 1945 fiscal year budget request, while five Committeemen sustained the Appropriations Committee reductions.

Favoring restoration of the full amount were Sens. Wheeler, chairman; Barkley, Clark (Ida.), Johnson (Colo.), McFarland and Tunnell, Democrats, and Shipstead, Republican. Voting to sustain the cuts were Sens. White, Austin, Brooks and Hawkes, Republicans, and Stewart, Democrat. Sens. Bone, Smith, Truman and Wagner, Democrats, and Gurney, Moore, Reed and Tobey, Republicans, were absent. It was reported that Sens. Wagner and Bone would have voted to restore the cuts, while Sens. Gurney and Reed would have favored the reductions.

On an amendment to restore $500,000 of the $2,000,000-reduction, Sens. Austin, Barkley, Clark, Hill, McFarland, Shipstead and Tunnell joined Chairman Wheeler in favor of restoration of the half million with Sens. White, Brooks, Hawkes and Stewart holding out for the Senate and House cuts.

385 Pages of

RADIO ADVERTISING

In P. I. during 1943

385 pages of radio advertising represents an increase of 38.4% over 1942.

Aside from a demonstration of self-esteem, this gain points to the growing recognition, by radio people, of the important part PRINTERS' INK can play in their selling effort. It shows, we believe, that more and more radio promotion men are beginning to understand how this business publication develops a unity with its readers through its understanding and its handling of their problems.

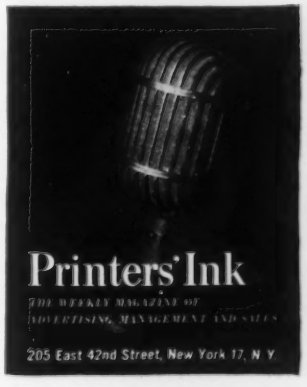
Here are the radio stations, networks and representatives whose advertising produced this important gain:

Blue Network Company, Inc.
Columbia Broadcasting System
Columbia Pacific Network
Cowles Stations
Don Lee Broadcasting System
Mutual Broadcasting System
National Broadcasting Company
NBC–Radio Recording Div.
NBC Spot Sales
New England Regional Network
Pacific Blue Network
RCA–Electronic Div.
Westinghouse Radio Stations
Yankee Network, Inc.
John Blair & Company
Free & Peters, Inc.

KDKA, Pittsburgh
KFAB, Lincoln
KFEL, Denver
KFI-KECA–Los Angeles
KMA, Shenandoah
KMBC, Kansas City
KMO, Tacoma
KNX, Los Angeles
KOMO-KJR, Seattle
KRIS, Corpus Christi
KSO-KRNT, Des Moines
KSTP, St. Paul
KTUL, Tulsa
KWKH-KTBS, Shreveport
KXOK, St. Louis
KXYZ, Houston
KYW, Philadelphia
WABC, New York
WBBM, Chicago
WBT, Charlotte
WBZ-WBZA, Boston
WCAE, Pittsburgh
WCAU, Philadelphia
WCCO, Minneapolis
WCSC, Charleston
WDAY, Fargo
WDBJ, Roanoke
WDRC, Hartford
WDZ, Tuscola
WEAF, New York
WEEI, Boston
WENR, Chicago
WGAR, Cleveland
WGBI, Scranton
WGN, Chicago
WHAM, Rochester
WHB, Kansas City
WHBF, Rock Island
WHEC, Rochester
WHK, Cleveland
WHO, Des Moines
WIOD, Miami
WJR, Detroit
WJZ, New York
WKZO, Kalamazoo
WLAC, Nashville
WLS, Chicago
WMAQ, Chicago
WMBD, Peoria
WMBG, Richmond
WMC, Memphis
WMT, Cedar Rapids
WNAX, Yankton
WNEW, New York
WOR, New York
WORL, Boston
WOW, Omaha
WOWO, Fort Wayne
WQXR, New York
WRC, Washington
WRNL, Richmond
WRVA, Richmond
WSYR, Syracuse
WTAG, Worcester
WTAM, Cleveland
WTAR, Norfolk
WTIC, Hartford
WTOP, Washington, D. C.
WTRY, Troy
WWL, New Orleans
March of Time

A complete listing of all Printers' Ink advertisers for 1943 is available free of charge on request.

This is an impressive list. Here you will find the country's top-flight, promotion-wise radio organizations. We think you will want to study the pattern they build, watch their approach, analyze their schedules. If you do, you, too, will find it wise to reach the people who build, approve and spend the nation's advertising budgets, best . . . by buying P. I. first!



granted because of late filing for renewals, while others were held up for various reasons.

"In the foreign-language field only 10 stations have been on temporary license since Pearl Harbor," he explained. "At the present there are none." Mr. Denny corrected his testimony and said that only 10 foreign language stations were placed on temporary licenses because of personnel handling the broadcasts.

Quoting Sidney Spear, now Pvt. Spear of the Army and a former FCC attorney, Mr. Denny denied charges of Robert K. Richards, assistant to J. Harold Ryan, assistant director of Censorship in charge of broadcasting, that Mr. Spear had told Mr. Richards "the Commission had conspired with OWI to put stations on temporary licenses and keep them there until the station did what Lee Falk of OWI wanted it to do with respect to the hiring and firing of station personnel".

Mr. Denny said he personally did not talk to Mr. Spear but that Nathan David, a former assistant general counsel now in the Navy, had done so. He placed in the record a speech made on the House floor Nov. 2, 1943, by Rep. Coffee (D-Wash.), defending Mr. Spear and attacking the testimony of Mr. Richards before the Committee.

With reference to personnel of WCOP Boston, Mr. Denny said denaturalization proceedings had been instituted against a former employe named Gallucci, who had been discharged by WCOP. "Did the station complain about the discharge of Gallucci?" asked Chairman Lea.

"We didn't tell them to fire Gallucci," replied Mr. Denny.

"You don't suppose they had any idea that if they discharged certain personnel they would get a renewal of their license, do you?" queried Rep. Hart. "Of course they did," replied Mr. Denny. Following an exchange with the general counsel, Rep. Hart said:

"The record as it stands is not complete with your answers."

Alphonse Lambiase, former Italian announcer on WCOP whose letters to the Commission pleading that he be given a clean slate after having been discharged from the station, was given a clean bill of health by Mr. Denny. "I know nothing against Lambiase," he said. "We can't take a position one way or the other, but so far as I know, there is nothing against this man. Apparently the Office of Censorship was behind this.'

"It's perfectly evident in the record, isn't it," queried Rep. Wigglesworth, "that Mr. Lambiase was personna non grata with the FCC and it helped the station to get a license by getting rid of him?"

"We did ask about Lambiase and all the other foreign-language personnel," replied Mr. Denny. "I don't know of any reason why Lambiase shouldn't be on the air."

"Yet Lambiase is off the air because the FCC won't make that statement," persisted Rep. Wigglesworth. Mr. Denny said "there's a gap in the law—a hiatus". He recommended the establishment of a Government group, composed of representatives of the FBI, Army and Navy, OWI and Office of Censorship which would act on qualifications and loyalty of various foreign-language announcers.

"If the Commission had held a hearing and evidence was discovered that Lambiase was distributing subversive information . . ." Rep. Lea started to ask, and Mr. Denny interposed: "Then WCOP would have lost its license. Lambiase, however, was not an issue in the WCOP case."

Tells of Letter From Elmer Davis

Mr. Denny explained cases involving WGES and WOV and said that Stefano Luotto, former employe of WGES was "not the reason for the inquiry into WGES' operations". "At the time of his removal from the air," said the Commission counsel, "he was of no greater importance than any other broadcaster about whom complaints had been made. The station was not put on a temporary license because of him or because of the complaints against any other performer; on the contrary the station's apparent laxity in its overall supervision prompted the Commission's action."

Answering charges made before the Committee that the Commis-

FCC, Fly Grasping Power Not Granted By Radio Law, Garey Tells Kiwanians

DENUNCIATION of the FCC and its chairman, James Lawrence Fly, was delivered by Eugene L. Garey, who recently resigned as counsel for the Congressional committee investigating the FCC, last Wednesday before the Kiwanis Club of New York.

Describing the Commission as "One of the most powerful and ruthless agencies of government," which "lusts to make its broad powers broader and is constantly grasping powers never granted it," Mr. Garey declared that the inquiry into its activities "has shown that the FCC operates not as an independent agency of the Government, allocating frequencies among the radio operators and policing the frequencies alloted, as the Commission was designed to do, but as an arm of the administration to smash and subdue freedom and independent radio operation.

"Chairman Fly," Mr. Garey continued, "is just the man for such a task. He is subtle, smart, ruthless and he is convinced that private operators of radio stations should live only in the shadow of and by consent of the FCC and then only so long as they remain completely subservient to him and do his bidding. He is by taste, training and commitment an advocate of the theory that the bureaucrats in Government are more to be trusted than the American people."

Declaring that the commission has interpreted the "public interest, convenience or necessity" clause of the communications act as authority to do whatever it pleases; Mr. Garey said "it is used primarily to reward political friends and to punish political opponents. . . . The result is that radio has a weak heart for all its powerful voice in America. It has no independence, no freedom, and lives in constant fear of its life. It dies a thousand deaths every presidential campaign in expectation of the revenge of some politician or political group.

"Call it what you will," he concluded, "the activities of this Commission have destroyed free radio and that step leads to dictatorship. There was no free radio in Germany, there was none in Italy or in Russia. Unless this dangerous man is stopped and stopped now, there may be none in America tomorrow."

ONE WILL DO IN ROANOKE!

To really "cover" lots of bit markets you'd have to put your weight on two, three or four radio stations. By the same token, some big markets aren't so big when divided by four.

But down here in the Roanoke-Southwest Virginia area there's a tremendous market — 23.9% of Virginia's radio homes — that is satisfactorily served in its *entirety* by only *one* station.

That's why WDBJ is such a fine testing place for new programs—such a fine station for almost any program. We'd like to send you further *proof*. . . .

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

sion prevented Andre Luotto, brother of Stefano, from becoming manager of WOV by refusing to approve without a public hearing an application for transfer of the station from the Bulova interests to the Mester Brothers, Mr. Denny declared that the former Office of Facts & Figures (now OWI) had opposed the transfer.

A letter from Elmer Davis, OWI director, urging the FCC not to approve the transfer, also was presented. Mr. Denny said the transfer was set for hearing, but that it was withdrawn and a new application is now pending.

"Mr. Denny doesn't show certain correspondence between Mr. Fly and Mr. La Fount," remarked Mr. Barger.

"Isn't the charge in the record that the reason the transaction fell through was that Mester Brothers didn't want to go through with it because they couldn't have Mr. Luotto as manager of the station?" inquired Rep. Hart. "If that is charged in the record," said Mr. Denny, "there was absolutely no basis for Mester Brothers getting the impression that they couldn't have Mr. Luotto as manager."

"According to Mr. Luotto's testimony there was plenty basis for that impression," said Rep. Hart ". . . if Mr. Luotto's testimony is true the Mester Brothers saw no reason to go ahead with the application because Mester Brothers wanted Mr. Luotto as their manager and it was obvious they could not have him as their manager." When Mr. Denny remarked that Mr. LaFount denied that on the stand, the New Jersey Congressman said he was "looking to Mr. Luotto's testimony".

ROMANCE RESULTS from—of all things—the War Clinic of NBC, held in Chicago, where Morton Henkin, vice-president and secretary of KSOO-KELO Sioux Falls, S. D. and Sylvia Wolff were married following the sessions at the Drake Hotel. Seems as though all's fair in love and war clinics.

Mr. Denny admitted Mr. Luotto would have been an "issue" at the hearing for transfer because of complaints against him and Rep. Hart interposed: "It was felt that Mr. Luotto's going to a hearing would have been a useless matter."

"I can't cope with testimony of that kind," Mr. Denny explained and Rep. Hart continued: "I'm not suggesting how you cope with the testimony. I am referring to it and asking how you reply to it. You are at liberty to put in whatever answer you want. I am saying the answer you have submitted here does not address itself in any particular to the specific testimony of Mr. Luotto.

"This is an answer in the nature of a confession and avoidance," Rep. Hart went on, "and I want to make it clear you have had every opportunity to put in a full and complete reply to the testimony in the record, and as far as I see, this is not a full and complete answer or an answer at all to the testimony of Mr. Luotto. It does not refer to the conversations he said he had with representatives of the FCC. This is a generalized reply. If you want it to stand as the Commission's reply, that is all right with me."

Mr. Denny said the transfer is again pending before the Commission and he preferred not to go into more detail because he would be called upon to give an opinion to the Commission. He asked permission to "look at Mr. Luotto's testimony again" and, if necessary, to make further reply.

Fly Letter Tells Of BWC Matter

When Mr. Fly returned to the stand Thursday, Rep. Wigglesworth asked if he were ready to produce letters between himself and President Roosevelt regarding formation of a group looking to a unified international carrier. Mr. Fly had been asked previously to supply the letters. He testified that the correspondence had to do with the BWC and not the FCC, then disclosed that he had written Chairman Lea a letter, which he asked to be included in the record.

"I am quite concerned with the manner in which counsel (Mr. Barger) tends to treat BWC matters as if they were Commission matters," wrote the FCC chairman. He offered to have Mr. Denny show the letters in question to the Committee chairman but could not offer them for evidence, he said.

"This one file will indicate to you further complications which will arise by permitting counsel to delve into the confidential records of the actions of other Government agencies," he wrote. "Needless to say, this sort of attempt is highly embarrassing to me. I cannot afford to have any substantial question outstanding as to the propriety of my official conduct in any sphere of activity.

"Any reluctance on my part fully to cooperate with the Committee even outside its legal sphere can only tend to raise a question in unthinking minds as to the propriety of my official conduct in that field. It is to avoid any such question in your mind that I am asking Mr. Denny to show you this file, but I do hope that the Committee will not undertake an investigation of these other agencies."

Mr. Fly declined to answer Rep. Wigglesworth's question: "Will you say to this Committee that

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Complete 5-minute programs. Sponsorship identity at little more than cost of spot announcements. Timed for sales messages at opening and close. Programs include such favorites as: *The Name You Will Remember*, people in the news; *Five Minute Mysteries*, thrilling and complete; *Getting the Most Out of Life Today*, inspirational philosophy by Dr. William L. Stidger, and two Stella Unger shows, *Let's Take a Look In Your Mirror*, and *Hollywood Headliners*.

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U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

you were not opposed to the action of the BWC?" He had reference to a statement by Mr. Fly that the BWC and not he refused to turn certain records over to the Committee last July. With reference to the two letters in question Rep. Wigglesworth asked: "As chairman of the Board are you opposed to producing the letters?"

Chairman Fly said he wasn't "voting at a future meeting of the Board" and couldn't answer the question.

Denies Interfering With IRAC Activity

Mr. Fly qeclined to testify as to the State Dept. committee, of which he admitted he is a member, on the grounds that its meetings were "secret" and its functions "confidential". He couldn't recall the name of the committee, but he said it was created by a letter from the President.

After telling the Committee he would file for the record a State Dept. letter asking him to serve on the special group, Mr. Fly objected to being questioned while presenting testimony and was informed by Chairman Lea that "committee members may ask questions when they wish".

He read into the record a 26-page statement intended to refute testimony by Commissioner T. A. M. Craven that he (Mr. Fly) had interfered with the work of the Inter-Department Radio Advisory Committee. He referred to charges made by Mr. Garey as "ridiculous" and declared: "The actual record of what happened to every application filed with IRAC is the answer to Committee counsel's charge that somehow the Commission's IRAC representative was able to thwart, with Machiavellian cunningness, the radio activities of other Government agencies."

He denied he had interfered with IRAC and told the Committee he never discussed IRAC matters with anyone outside the Commission, except on one occasion when IRAC members came to him. Referring to a charge by Mr. Garey that Mr. Fly refused to "transmit to the President without comment . . . the constitution of the IRAC as drafted and proposed by the Army and Navy for the express purpose of eliminating Mr. Fly's control of such committee", Chairman Fly asserted:

"Committee counsel did two things in an effort to prove this charge: (1) he introduced a few—but not all—of the IRAC minutes dealing with this subject matter; and (2) he examined Commissioner Craven, whose views between the time he voted at the IRAC meetings and the time he testified before you gentlemen had gone through a complete metamorphosis."

Refuting charges that he delayed establishment by the Army of several low-powered standard-band stations in Alaska for morale purposes, Mr. Fly declared that establishment of such stations "raised a question in my mind" as to whether the Army might be contemplating broadcasting on the commercial band in the U. S. "As a matter of fact, officers at Fort Mead did take steps to that end," he told the Committee.

He said the "legal situation as to domestic standard broadcasting is the same in Alaska as the Continental U. S." There were no protests from commercial broadcasters over the Army stations in Alaska, he said, because "it pretty readily came to the attention of the BWC." He said the BWC, when the stations came to its attention, "unanimously approved the grant".

"Thus the charge that I delayed the establishment of these miniature stations in Alaska is wholly false," he concluded.

On Friday Chairman Fly told the Committee he had hoped to discuss charges by Rep. Miller that FCC "bungling" was responsible for a Naval task force "incident" in Alaskan waters but that "when I walked in here Congressman Miller walked out". Rep. Wigglesworth objected to the "implication of that remark".

Under cross-examination by Mr. Barger on IRAC, Chairman Lea several times admonished Mr. Fly to answer questions when the FCC chairman failed to answer directly and gave evasive replies. When counsel questioned Mr. Fly about Sec. 305 of the Communications Act and reminded the witness "you're a lawyer, are'nt you and you have been administering under this Act?" Mr. Fly objected that the "question is not proper". Chairman Lea instructed him to reply. He said: "Yes".

He at first denied he had used "persuasion" to get the BWC to adopt a resolution on Feb. 11, 1943, calling on Committee 5 (IRAC) to submit its findings to BWC and not direct to the President. Later Mr. Fly said: "I discussed it with 25 people. I favored it. I don't know how much my persuasion had to do with it." He added that the resolution was introduced by the Treasury Dept. representative and not by him.

On alleged conflict between IRAC and the FCC over policy, Mr. Fly declared: "There has been outstanding cooperation in the field of Government. . . . If you approach the question of 21 years' experience, I think you've got a situation there you'd better leave alone. I doubt if it could be improved by Congressional action."

Denying he had opposed establishment in Alaska of low-powered Army stations, but had "worked hard for them," Mr. Fly asserted: "We considered getting some of the big transmitters from Mexico on the border and moving them to Alaska. Presumably that would be Government operation." He denied he had ever "talked to the President" about IRAC.

"I have nothing to do with this as a person," he said. "I don't know why this Committee consistently attaches these things to me. Under further cross-examination Mr. Fly said that the President legally could "take over the entire communications industry," although he "would suppose any time the President should take over, the persons affected would have some recourse in the courts." Later he said: "In time of peace it's purely a legalistic theory that the President could assign all frequencies to the Government under the Communications Act."

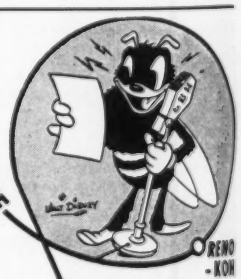
"That means methods of placing restrictions on the President and the FCC should be done by legislation?" queried Rep. Lea.

With reference to Rep. Miller's statement of Tuesday Mr. Fly denied the Commission had given the Navy misinformation and he denied any knowledge of "16 bottles of seltzer".

Colgate Increases

AS PART of a test campaign for Vel, a soap detergent, Colgate-Palmolive-Peet Co., Jersey City, has started a weekly half-hour *Quiz of Twin Cities* program on WCCO St. Paul-Minneapolis, and is using an extensive schedule of transcribed spot announcements in the midwest, South West, and West Coast areas. Copy is directed at the hardwater regions, and plays up the line that Vel produces suds easily in hard water. Newspapers and farm magazines are also used. Spot radio started the latter part of February. Agency is William Esty & Co., New York.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beeline



McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representatives

PUTTING FINAL STAMP of approval on the general structure of the newly formed Dairyland Network are, in the usual order, Max White, KWNO Winona, Minn., C. T. Hagman, WTCN Minneapolis-St. Paul; Edward L. Hayek, KATE Albert Lea, Minn., and Harry L. Linder, KWLM Willmar, Minn. General offices of the new network are in the Wesley Temple Building, Minneapolis.

REP. CASE'S LETTER TO BOLER

FOLLOWING is text of a letter sent by Rep. Francis Case (R-S. D.), member of the House Appropriations Committee, to John W. Boler, president of the North Central Broadcasting System, in answer to Mr. Boler's letter [BROADCASTING, March 20]:

"Dear Mr. Boler:

I have received your letter of March 4, which you request be placed in the *Congressional Record*. I will be very glad to place this letter in the *Record*, if I may also place in the *Record* the letter which you wrote to Mr. Jewett—which was the basis of his telephone call to me.

You are quite mistaken in thinking that I want to use the FCC as a political football. I have not the slightest desire to do that—I would say that three motives are controlling in my attitude on this whole matter; viz:

First, to approve a proper appropriation for the proper functions of the FCC. No more and no less.

Second, to guard against any tendency within or without the FCC to permit or encourage it to gain any control over the radio stations of the country that would be inconsistent with free speech.

Third, to avoid appropriating money to the FCC to carry on activities that would impair the effective prosecution of the war.

I am not a member of the House Select Committee and have very little acquaintance with its activity or the evidence which it has taken. I have nothing whatsoever to do with its procedure.

I do not question your sincerity when you say: "I, for one, am personally of the opinion that in the interest of public service, and necessity, and in the interest of this Democracy, that radio functions should remain under the jurisdiction of one agency, the FCC."

You make that statement in relation to my statement that our Appropriations subcommittee took its action to withhold a certain appropriation to the FCC on the recommendations of the Joint Chiefs of Staff and the Secretary of War and the Secretary of Navy, which was sent to the President with a strongly worded action. And action was so taken. And, I really believe that if you were in our position, with the same evidence before you, that you would have agreed with us.

Let me quote these sentences from the letter to the President, signed jointly by the Secretary of the Navy and Secretary of War, which said:

"Participation by the FCC in radio intelligence should be discontinued, because: Since radio intelligence develops information as to the movements and dispositions of the enemy, it is essential, for reasons of coordination and security, that there be full military control; Since the responsibility for military action rests with the armed forces, the responsibility for obtaining the technical information governing that action must also be in the armed forces;"

and further, that

". . . . The Joint Chiefs of Staff have made a thorough and comprehensive study, and their response, based on that study, is attached hereto. They, as well as the responsible military commanders, in the field, are of the belief that radio intelligence, the location of clandestine stations, the supervision of military communications security and related activities must, in their very nature, be under the sole control of the military forces."

The recommendation of the Joint Chiefs of Staff, signed by Adm. William D. Leahy, as Chief of Staff to the Commander-in-Chief of the Army and Navy, said:

"Because of the essential differences between military and FCC standards and methods it has not been possible to integrate their information, with the result that the attempted duplication by the FCC of work that is being more effectively done by the military has in fact endangered the effectiveness and security of military radio intelligence."

Now, I am sure that you did not know that and that you would not presume to place your opinion in the matter above that of the Joint Chiefs of Staff and the theatre commanders based upon actual studies in the field, any more than would I.

Moreover, I feel confident that you with millions of other Americans, do not want the Appropriations Committee spending money for duplicate activities if we know it—and particularly, if that duplication "endangers the effectiveness and security of military radio intelligence." It would be had enough if it were harmless

With this information, you may prefer to revise your letter of March 4, before it is placed in the *Record*. If so, will you kindly send me the copy you wish placed in the *Congressional Record*, together with the copy of your letter to Mr. Jewett.

Sincerely yours,

FRANCIS CASE
Member of Congress

CAPITAL AGOG

Dies-Winchell Broadcasts Get Washington Attention

WAR was momentarily forgotten as the nation's capital prepared to hear the much-publicized Walter Winchell-Congressman Dies radio performance of Sunday night (March 26) on the Blue Network [BROADCASTING, March 20].

Under agreement of the principals with the Blue, Mr. Winchell's copy was to be submitted to a news editor just prior to his 9 p.m. broadcast. Mr. Dies' speech, likewise, was to be handled in similar manner, with no release of either until broadcast time. Rep. Dies was to take the air at 9:15.

Both the commentator and chairman of the House Committee to Investigate un-American Activities were to originate from WMAL, Blue Network affiliate in Washington but, as Keneth H. Berkeley, station general manager and Blue Washington director, expressed it, "from different studios". Ben Grauer, Mr. Winchell's announcer, was to introduce Rep. Dies.

As BROADCASTING went to press Rep. Dies was locked in his private office, pouring over Mr. Winchell's scripts of the last two years (subpenaed by his Committee) and Mr. Winchell, at the Statler Hotel, was working on his Sunday night broadcast. Neither would give a hint as to what would be said.

CURTIS PUBLISHING Co., Philadelphia, publishers of the *Saturday Evening Post*, has ordered the full Blue network for a one-time shot Saturday, April 29, 10:30-11 p.m. in connection with the traveling War Bond exhibit of Norman Rockwell's Four Freedoms paintings. Agency is MacFarland-Aveyard & Co., Chicago.

HOOKIN' ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your bait! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by WAVE is a market with 17.1% more retail sales than all the rest of the State combined. A good cast here and you've really got something! How about throwing some plugs over thisaway?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

MATÉRIEL
FROM A PRODUCTION LINE IN A
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REACH THESE MARKETS WITH RADIO

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
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A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
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WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

If you buy or plan advertising for Iowa, you need

THE 1943
IOWA RADIO
AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

SPORTS
MUSIC
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★

Friendly, persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Three Stations in Cincinnati Discontinue Hooper Survey

CANCELLATION by three of Cincinnati's five stations of C. E. Hooper's Reports was reported last week as the latest episode in the controversy over money give-away programs. Previously [BROADCASTING, Feb. 28] three Baltimore stations had notified Hooper of their decision to discontinue the audience measurement service.

Cincinnati stations which telegraphed their cancellations were WCKY WKRC and WCPO. The action came following a proposal from Mr. Hooper that the stations post a $10,000 bond to be forfeited pro rata to the other Cincinnati stations in the event they broadcast money giveaways after March 31.

Hooper announced last Thursday that of 177 stations—155 subscribers and 22 non-subscribers—located in 42 of the 52 cities in which Hooper reports are published, 92% have cooperated with the request of the organization by filing information on prize-for-listening program schedules [BROADCASTING, March 20]. Fall-winter reports, it was stated, are not scheduled to be published in the other ten cities at this time.

Meanwhile, the NAB research and sales managers committees plan at a joint meeting in Cincinnati April 3-4, during the sessions of the National Retail Dry Goods Assn., to consider the whole question of audience measurement, including give-aways.

Hooper Wires

Mr. Hooper sent the following telegram to the five Cincinnati stations:

"In the interest of better Cincinnati program audience measurement will you post $10,000 bond with Cincinnati's largest trust company to be forfeited pro rata to other Cincinnati stations in event you broadcast station prize for listening programs after March 31, 1944? This suggestion being sent to WCKY WCPO WKRC WLW WSAI. This suggestion our own experimental idea in Cincinnati only in effort to be helpful in capacity of outside neutral."

Ken Church, manager of WKRC, on March 17 wired Hooper as follows:

Since we have never and do not contemplate giving station prize money for listening to programs not interested in your offer. I am firmly convinced, however, that your company should be consistent in the stand it took on the November 1942 study and not publish any figures for the fall-winter report. I believe further that some research company should come into Cincinnati and make a complete analysis of the audience situation. Regards.

Fred A. Palmer, manager of WCKY, sent this telegram:

Have just read your telegram re money giveaways. Due to this telegram and our conversations with you on the Hooper survey situation in Cincinnati, we are cancelling your service effective end of present monthly payment. We still desire what we think are the three essentials in a survey. 1. Adequate sample. 2. Proper supervision. 3. Public inspection. Believe the NAB Survey Committee can render great service to the radio industry by recommending an acceptable survey standard for all stations.

Continues

C. E. HOOPER Inc. will continue to publish ratings for Cincinnati despite the fact that several stations have dropped the service, Mr. Hooper stated March 24.

We have no money giveaways on this station. We have never believed in money giveaways and we have repeatedly so informed you.

Mortimer C. Watters, vice-president and general manager of Scripps-Howard Radio, which operates WCPO, dispatched the following telegram March 16:

Retel money programs. Please cancel WCPO subscription your service. We cannot believe that the method you outlined will result in an accurate picture of Cincinnati listening in view current situation of money giveaway by a Cincinnati station. We believe your plan will call attention to fact that Cincinnati figures are inaccurate. If inaccurate then we do not wish to be a subscriber to them.

Lee L. Whiting, commercial manager of WDGY Minneapolis, protested that independent stations were not given their say in the symposium on money giveaways. Declaring that the program problems for large network affiliates are entirely different from those of independent stations, he said he thought the analysis in the March 13 issue of BROADCASTING was "very presumptive and overly conclusive if you contend that it expresses the opinion of the entire industry."

Independent stations, Mr. Whiting said, have found money programs a method of direct competition and an answer to a programming need. An expenditure of $50 per week means nothing in the building of network broadcasts, he added, but that same amount of money distributed on a station listening promotion "will get immense results."

"We can well understand Hooper's alarm because of the difficulties of getting an accurate check which he is now facing as a result of money shows, and we are inclined to feel that there is nothing permanent about this type of audience promotion. The same thing, however, was said about bank night over ten years ago when they were first started, and they have boomed the motion picture business ever since."

Mr. Whiting held that an independent station, unable to rely upon a network to feed entertainment programs of high quality "must

SPONSOR CLAMOR
First Applicant Is Awarded Main St. Program

AUTHOR of the famous pageline several years ago, "World in an Awful Mess," and editor of the *Clearfield Progress*, small-town daily at Clearfield, Pa., William J. Thomas (see photo) now has a sponsor for his 15-minute news commentary on KDKA Pittsburgh for 52 weeks. Sponsor is Campbell & Woods through Wiltman & Pratt, Pittsburgh, in the interest of Breakfast Cheer Coffee.

On his Feb. 26 broadcast, Mr. Thomas, sorting mail in picture, offered a special edition of the *Clearfield Progress* with a reproduction of the now famous pageline and story with immediate results. Requests totaling 7,800 poured in from 13 states and the response attracted several potential sponsors. The first sponsor applying was selected.

KOZY
FM in KANSAS CITY
★
PORTER BLDG., KANSAS CITY
EVERETT L. DILLARD
General Manager

resort to novel ideas and promotions or be completely discarded from the minds of timebuyers who are beginning to use the Hooper surveys as their Bible."

"Eventually, radio time may be bought like potatoes — so many thousand listeners for so many thousand dollars. We believe in audience ratings as a standard measurement, but we also feel that an independent station has a perfect right to use any legitimate means of competing with the networks."

Keasler Suggests

Jack Keasler, commercial manager of WOAI San Antonio, felt that the whole controversy might result in a "signal service" for radio. If Hooper figures are capable of revealing unhealthy audience conditions (such as low tune-ins), "why can't they, by virtue of being reports from listeners, reveal instances where local programs (not money shows) rate high in audience esteem?" he inquired. He continued:

No one would be offended if Mr. Hooper stepped forward and said, "Okay, boys, here's an example of good programming; a little half-hour show on Station BUNK, which has a rating of 15.5, with 22.2% of the sets-in-use. Station BUNK has kindly allowed me to report this program to you in complete detail. The format of the program is as follows . . . "

I say no one would be offended, because every station manager, program director, commercial manager and announcer would read every word and then say, "Why I thought of that program idea six years ago!"

I believe this suggestion has been made to Mr. Hooper a number of times, but he has always diplomatically answered: "We are in the business of counting the radio audience, not telling stations how to program."

A situation where the sets-in-use figure is low is of concern to everyone in the broadcasting industry, and of equal gravity to affiliated concerns, such as C. E. Hooper, Inc., the transcription people, and station representatives.

A Hooper report for January (national) revealed that sets-in-use figures during some segments of "station time" are considerably less than comparable figures for "network time."

If this minority of tune-ins is allowed to continue, it may well be that broadcasters are doing a sales job for the networks. In other words, the time may come when spot advertisers will realize that network shows, with higher ratings, are better for them, either in "network time", or in "station time."

Give us some figures, backed by facts, Mr. Hooper! Not a deluge all at once, but a regular schedule on perhaps a monthly basis, in which all factors would be treated, such as competition, size of the market, ratings, program composition and the like.

And, for the benefit of the industry as a whole, make this report available to any and all broadcasters, whether Hooper subscribers or not.

NOT TO BE hiding their candles under any bushel, CBS comes through with this one. Cutline is: "They all read it . . . Colonel Stoopnagel . . . WABC-CBS 4:35 to 5:00 p.m., EWT . . . 'The Colonel'."

Gillette Announcers Named

GILLETTE SAFETY Razor Co., Boston, has signed a contract with Don Dunphy, sportscaster, and Al Schacht, baseball comedian, to handle the home games of the New York Yankees and the New York Giants on WINS New York, it was announced last week by J. P. Spang Jr., Gillette president. Mr. Schacht's assignment is contingent on whether or not the Army sends him on a tour of overseas camps before the regular season begins, he said. Mr. Schacht will do color descriptions, and Don Dunphy the play-by-play account. Gillette has exclusive radio rights to all home games of both clubs [BROADCASTING, Dec. 27]. Agency is Maxon Inc., New York. As a warm-up for the Gillette broadcasts, the team will cover the first exhibition game between the Yankees and the Philadelphia Blue Jays in Atlantic City April 1. WINS will carry other exhibition games before the start of the regular season in April.

RALPH EDWARDS will present his NBC *Truth or Consequences* program in a two-way hook-up between the United States and England, as part of the BBC's *Atlantic Spotlight* April 1. An audience in England will participate in the program.

Ohio Radio Panel Prepares Schedule

Role of American Women Slated for Discussion

A PANEL including nine laymen who have deep interest in radio programming will be a part of the annual radio council of the Ohio Institute, Education by Radio at Ohio State U., to be held May 8 at Columbus. They are: Sterling Fisher, NBC asst. to Public Service Counsellor, keynote speaker; Mrs. Robert Cornelison, president New Jersey Radio Council; Mrs. Arch Trawick, president, Radio Council of Middle Tennessee; Mrs. Margaret Stoddard, Regional Director of Listener Activities, Cedar Rapids, Ia.; Mrs. Hazel Hillis, president, Des Moines Radio Council; Mrs. Henry C. Christian, president, Radio Council of Greater Cleveland; Howard E. LeSourd, president of Boston Radio Council; Mrs. Roy O. Baker, president, Radio Council, Greater Kansas City; Henry Lamb, president, Toledo Radio Council.

Comprising the panel of the Association of Women Directors, who will direct the council, are: Mrs. Ann Ginn, WTCN Minneapolis, chairman; Mary Margaret McBride, NBC; Linnea Nelson, radio timebuyer, J. Walter Thompson Co.; Alma Kitchell, Blue network; Frances Farmer Wilder, CBS, California; Mrs. Elizabeth Reeves, vice-president, Knox-Reeves, Minneapolis; Peggy Cave, KSD St. Louis.

Presiding over the meeting will be Ruth Chilton of WCAU Philadelphia and the keynote speaker at the Association of Women Directors' panel will be Margaret Culkin Banning, author.

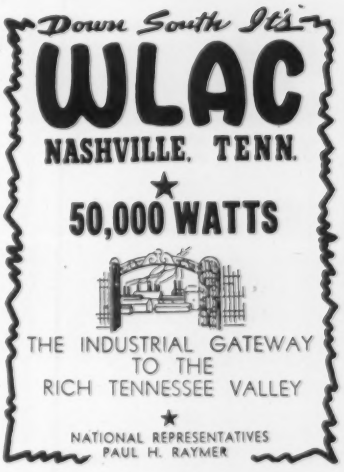
"Is the American woman prepared to assume her role in the international scene?" will be the subject of the panel discussion of the women directors and the subject of the panel discussion of the radio council will be, "Listeners and broadcasters, partners in progress".

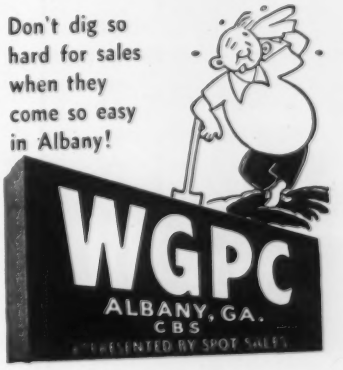
DuMont 'E' Award

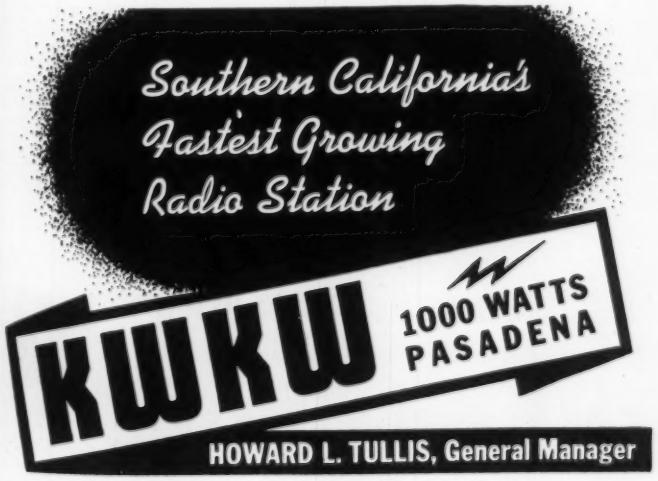
TELEVISION set owners, and radio listeners participated last Tuesday, March 21, in ceremonies attending the award of the Army-Navy "E" to the Allen B. DuMont Labs., New York. Presentation was filmed by Paramount News in Central Theatre, Passaic, N. J. at 3 p.m. and the reel telecast the same evening at 9:15 p.m. on W2XWV, DuMont's station in New York. A recording of the ceremonies was broadcast on WOR New York. Presentation was made to Allen B. DuMont, president, by Brig. Gen. G. L. Van Duesen, Commanding General, Eastern Signal Corps., Fort Monmouth, N. J., for "pioneering work in engineering expansion and production of cathode ray tubes, oscillographs, and electronic equipment."

WHOM Jersey City, has appointed Marcel Schulhoff & Co., as advertising agency.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Oh—What A Beautiful Morning!
WDRC's Morning Schedule has splendid availabilities — both for 50-word and 1-minute spot announcements. Write Wm. Malo, WDRC, Hartford 4, Conn., or WDRC's Nat'l Rep., Paul H. Raymer Co.
USE WDRC TO CONNECT IN CONNECTICUT
CBS







Bakers Expand 'Adams' Series to 108 Stations

A TOTAL of 108 stations are now carrying *Sam Adams—Your Home Front Quartermaster*, a transcribed thrice-weekly quarter-hour serial designed for the use of advertisers in bakery and other food fields. Originally produced for member companies of Quality Bakers of America, New York, a cooperative, the series is sponsored by 61 QBA companies, and by Bell Bakers Inc., on 18 stations. Coffee, macaroni and radio service firms are among the other sponsors. Program dramatizes the wartime life of the local grocer, and is produced by Harry Jacobs Productions, New York.

Station list follows:

WTBO KXOK WLDS WJIM KIRO KSL WIBX WEAU KROC KFXJ KPLC WJPF WGRC WHEC WCAE WJEJ KWTO WKBV WFBL WHLD WEBR WDBO WQAM WFMJ WFDF WTTM WBOW WOC WTAD WAIR WMFR WMFJ WTSP WGBG WTAD WKST WJNO WAOV WHBF KYSM WKOK WJTN WMGA WCSH WMUR WBRY WDEL WEEU WCBA WJBO WKBH KWNO WHBC WGKV WPAR WBLK WLEU WEST WKWK WLVA WDBJ WHIS WJLS WBRW WSTB WBBB WHKY WSPA WIZE WGBF WDZ KSAL KLZ KOBH KIEN KOH KMPC WNBH WSAR KWKH WWL WCOC WCBI WAML WSM WLBJ WNOX WHLS WBCM WRAL WTAL WRAK WIP WHP WHDL WENY WFBG WPAX WGOV WMBG KDTH KFBK KROW WLBZ. Also stations in Ottawa, Toronto, Honolulu, and Yarmouth, Mass.

DECCA RECORDS Inc. and its subsidiaries, including World Broadcasting System (which was acquired by Decca last July and which stands on the company's books as a goodwill item of $184,998.62), earned a net profit of $1,036,361, or $2.66 per share, in 1943, an increase of 28.6% over the 1942 net of $806,143, or $2.08 per share.

LOOK
TO
LINGO
FOR AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.
LOOK TO LINGO—for proven, factual information on modern antenna systems.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Farm Radio Census

(*Continued from page 9*)

to provide data desired by marketers on such aspects as condition of radios, age, number of radios per farm, etc., providing such material can be related to the basic census data. Arrangements to provide such studies at cost can be made, he said.

In carrying out the 1945 census, radio stations are expected to play a big part in preparing farmers for the enumerators' visits and extending cooperation. The Bureau plans to make maximum use of radio in acquainting farmers with the importance of the census, compiling the data required in advance of the enumerators' calls, and facilitating the enumerators' work.

Radio enabled the Bureau to complete its 1940 farm census months ahead of time, Mr. Pettit pointed out, giving the Bureau extra time for special tabulations and saving the taxpayer money.

The 1945 census will begin on Jan. 1 and the work of the enumerators will be completed within two months from that time. First results will be made available within 40 days after enumeration is completed, with preliminary county totals first to be released. State totals will appear in about six months and national figures will be available within 14 months after the enumeration. The entire census will be completed in 2 years.

Among the outstanding findings of the 1945 census, Mr. Pettit said, will be the impact of the war on the nation's agriculture. Reflecting operations in 1944, the year of the greatest war effort, the census will show the shift to mechanization in farming where machines are available, production of oil crops (soy beans, peanuts, flax) and other vitally needed war crops, effect of war on farm manpower, increases in the production of citrus fruits, enormous increases in poultry and egg and hatchery production, and development of new crops and plants to furnish medicinal and other special war needs.

★ ★

THE BRIGHT SPOT
of Eastern New York

Only BLUE Network
Station Covering this Area

★ ★

TWO WOMEN who are handling important jobs with NBC are Nancy Osgood (top) and Muriel Kennedy. Mrs. Osgood is the network's first woman director. She came from the Washington office to the New York studios to do the *Now Is The Time* series, first NBC program produced by an all-feminine staff, in tribute to women of the armed forces. Miss Kennedy handles the control board for the program. She came up the hard way as secretary, radio tubes inspector, and recording engineer at WBZ-WBZA Boston.

INCOME OF AT&T HIGHER FOR 1943

MANY radio research projects have been conducted on behalf of the war effort by Bell Telephone Labs., according to the AT&T statement for 1943. The art of electronics has undergone vast expansion, aiding the military machine, it is explained.

Saving of $35,000,000 a year for long-line users is provided under rate reductions, according to the report, with broadcasting stations benefiting by the rates.

Total operating revenues in 1943 by Bell System were $1,648,077,000, an increase of 12.2% for the year. Net income applicable to AT&T stock was $177,769,000, or $9.50 per share, compared with $8.79 in 1942.

PRACTICAL gardening aids will be suggested on *Gardens for Victory*, a series of 13 five-minute programs to be prepared by United Press. Series is written by Lee Hannify, UP radio farm editor.

Three New Applications

THREE new applications for broadcast facilities were received a fortnight ago by the FCC. Onondaga Radio Broadcasting Corp., Syracuse, New York, licensee of WFBL, requests an FM outlet on 45,900 kc, or other available frequency, with a coverage of 6,745 sq. mi. A new standard local station is sought by Western Radio Corp., Pasco, Wash. to operate on 1340 kc with 250 w and unlimited time. Western Michigan College of Education, Kalamazoo, Mich., has applied for a non-commercial educational station to be operated on 42,500 kc 1 kw.

WLW, WSAI PLAN INVASION NEWS

COVERAGE of the European invasion by WLW and WSAI, will utilize every available network facility, in addition to WLW's four news services, its own war correspondents and special overseas broadcasts.

Howard Chamberlain, WLW program director, said master control at WLW is monitoring the network at all times for broadcasts concerning the invasion. If the break comes during a local program master control has authority to carry the network coverage.

In the newsroom, William Dowdell, editor-in-chief, has made provisions for the recall of his staff of 20 writers and newscasters when the break comes. With all three major American news services, in addition to Reuter's the news staff operates on three shifts. WLW's three war correspondents have instructions to provide special coverage by cable and to broadcast direct if occasion presents. In addition, James Cassidy, WLW special events director, has made special arrangements for BBC coverage.

Two Powers of Attorney

THE FCC last week approved a power of attorney for the affairs of Louis Wasmer, now a major in the Army Air Force, and licensee of KGA-KHQ Spokane, Wash., appointing John C. Kendall, Archibald W. Witherspoon and Eustace LeMaster, jointly and/or separately, his attorneys in fact with respect to the operation of KGA. Similar action was approved for Adelaide B. Esch, wife of W. Wright Esch, who is now a lieutenant in Naval Communications, in respect to the operation of WMFJ Daytona Beach, Fla.

KBND Joins Mutual

KBND BEND, Ore., operating with 250 w on 1,340 kc, joined Mutual March 1, date of the station's affiliation with the Don Lee network, Hollywood. Station is owned by the *Bend Bulletin*.

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Transfer of WKIP Approved by FCC

KOVC, KWK, WLAW, KMLB Transfers Also Granted

TRANSFER of control of the Poughkeepsie Broadcasting Corp., licensee of WKIP Poughkeepsie, N. Y., from Richard E. Coon, chief owner, to Poughkeepsie Newspapers Inc. for a total consideration of $10,600 was authorized by the FCC last week.

The sale involves transfer of 80 shares or 20% of the preferred stock and 480 shares or 60% of the common stock. Mr. Coon was formerly executive editor of the *Poughkeepsie Eagle-News* and *Star & Enterprize*, and continued as business manager when these papers were purchased by Poughkeepsie Newspapers Inc.

The newspaper corporation has the same stockholders, officers and directors, as WGNY Newburgh, N. Y., with Merritt C. Speidel, president; John B. Snow, vice-president; Edward A. Chappell, treasurer; Harry S. Bunker, secretary.

The Speidel newspaper group besides owning several daily and weekly papers in various parts of the country, also has interests in KFBC Cheyenne, Wyo., and KDON Monterey, Cal.

KOVC Grant

WLAW Lawrence, Mass. was granted involuntary transfer of control of Hildreth & Rogers, licensee, from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B. Morrill and the National Shamut Bank of Boston, co-executors under the Rogers' will. Hildreth & Rogers was formerly publisher of the Lawrence *Daily Eagle* and *Tribune*, which separated from the radio business in 1941 as the Eagle-Tribune Publishing Co.

Control of KOVC Valley City, N. D. from Milton Holiday, Herman Stern and E. J. Pegg through the transfer of 112 shares or 56% of the issued and outstanding capital stock for $3,920 to Robert E. Ingstad, general manager, also authorized.

The Commission also granted Mrs. Grace C. Convey, principal owner of KWK St. Louis, consent to retire 130 shares of stock and to dissolve a trust agreement she now holds in the station. She has given 84 shares to her son, Robert T. Convey, KWK president and operating head, and 36 shares to her daughter, Mrs. Charlotte C. O'Hare. No money is involved in the transfer.

Relinquishment of control of KMLB Monroe, La. by J. C. Liner Jr. was also authorized last week. Transfer of 498 shares of common stock to Mrs. Melba Liner Gaston in exchange for 498 shares in Liner's Laundry Inc. constitutes the transaction. J. C. Liner Jr. retains 499 shares in the station. The remaining two shares are held by J. C. Liner Sr.

Video Outlets Sought by Westinghouse And Stromberg-Carlson; 5 FM's Filed

FILING with the FCC last week of three new commercial television applications by Westinghouse Radio Stations Inc. to supplement existing AM stations in Boston, Philadelphia and Pittsburgh, and of a commercial television application by the Stromberg-Carlson Co. for Rochester, coincided with public statements from those companies reporting extensive future commercial video plans. Other new applications filed with the Commission last week included requests for five FM outlets and two non-commercial educational stations.

F. P. Nelson, in charge of the Westinghouse television department, stated that the company's 24 years of experience in sound broadcasting has been applied to all planning for the new services to augment the standard Westinghouse outlets, KDKA Pittsburgh, WBZ Boston and KYW Philadelphia. Channel 5 facilities are sought for Boston, Channel 7 for Philadelphia and Channel 1 for Pittsburgh.

'Radio City' Plans

KYW, it was reported, has completed facilities in its seven story location, the two top floors arranged for video production, with ceiling heights sufficient for microphone booms, lights, scenery and various extended camera angle shots.

Plans for a Rochester 'Radio City' were revealed by Stromberg-Carlson, with all broadcasting activities to be located in a new building to be constructed near the present war plant on Humboldt Street in Rochester. The new building will be large enough to accommodate the increased staff and facilities which will be required by the AM, FM and video activities. Provision has been made to assure as soon as possible following the war the delivery of up-to-the-minute studio and transmission equipment, the report said.

The present Stromberg-Carlson standard outlet in Rochester is WHAM, which began operation in 1927. It's FM compliment, WHFM, started in 1939.

Regarding an inquiry as to whether his company planned production of television receivers, Dr. Ray H. Manson, vice-president and general manager of Stromberg-Carlson, stated that the company had been engaged in television research since the early 1930's and had produced video receivers commercially in 1938 and 1939. He stated that production of these sets in large quantities is expected, along with an increase in FM sets and telephone equipment.

Applications for new FM outlets were filed by WFMJ Youngstown, Ohio; The Tribune Co., Tampa, Fla. (WFLA licensee); G. W. Covington Jr., Montgomery, Ala. (president and 52% owner of Capital Broadcasting Co. Inc. (WCOV licensee); WHYN Holyoke, Mass.; and WPIC Sharon, Pa. (Facilities requested may be found in Actions of the FCC on page 72.)

The non-commercial educational stations are sought by the Board of Education of School District 202, Evanston Township Highschool, Evanston, Ill. and the Central Michigan College of Education, Mount Pleasant, Mich. Facilities were not given.

Theatre Series

A SERIES of dramatic programs will be added to *Chicago Theatre of the Air* productions originating out of WGN Chicago to be heard on Mutual Tuesday, 9-10 p.m., beginning in April, when great plays and classic fiction adaptations will be broadcast under the direction of Sherman H. Dryer. Extensive auditions are to be conducted by the WGN program department to discover new talent.

CELEBRATING THIRD anniversary of WITH Baltimore are Frank Headley of Headley-Reed Co., national representatives, Thomas G. Tinsley Jr., owner and general manager of WITH, and R. C. ("Jake") Embry, commercial manager.

New MBS Affiliate

BUSINESS and civic leaders of Rome, Ga., in a special program arranged by the Rome Chamber of Commerce March 12, paid tribute to station WRGA Rome on its affiliation with MBS. John W. Quarles, founder and owner of WRGA stated that the listening public and business men of Rome deserved much of the credit for the station's success because of the support and encouragement they have offered. Rome and Floyd County were saluted on two MBS shows, *This is Fort Dix* and *Bobby Sherwood Orchestra* program from New York.

OPEN: A Good Job for a CHIEF ENGINEER

HERE'S WHY. Our present Chief Engineer, who has been with us for about ten years, is leaving soon because of ill health. We both dislike the fact, but it is necessary and unavoidable.

WHAT WE NEED. First, a man thoroughly experienced in all phases of AM operation, preferably with a regional station with a complicated directional system. Second, a steady, level-headed person with executive ability, because we are a growing organization with more than one station. Third, a man interested in FM and Television, with a record of experience or study in either or both.

WHERE. We are located in a moderate sized mid-western city, which is an important radio market. If you would like more information, please mail a brief history of your experience and two or three references. If it seems advisable, we can then get together and discuss in greater detail.

BOX 50—BROADCASTING

We need a program or production manager; one who can completely supervise the work of five announcers, and who is familiar with control board operation, emceeing record and transcribed shows, and who can impart his knowledge and experience to those under him. This man must have program ideas and be able to impart them to others. He should also be experienced in traffic work, and co-ordinate the production department with the efforts of the sales force. To this man, who must be draft exempt we offer excellent opportunity to start at about $3,000 per year and grow with an aggressive Southern station that is exceedingly popular with local listeners through its local shows, and who now offers a heavy network schedule as well. Please give full details in letter and enclose photograph. All replies held confidential. Address—

Box 61 Broadcasting

AP

WFCI, Pawtucket, R. I.

. . . 23 newscasts a day and The AP radio wire provides more than enough fresh material for each one.

George Sutherland
Program Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

REACH THE *Active* SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION
S. S. FOX, President
W. E. WAGSTAFF, Com. Mgr.
JOHN BLAIR & CO. National Representative

KROD
BUILD BUSINESS in the prosperous, progressive
EL PASO, TEXAS
Southwest
by using the station that's heard all over this important and otherwise radio isolated market.
KROD — a CBS Station
600 kc — 1,000 Watts
Dorrance Roderick, Owner — Val Lawrence, Manager
Howard H. Wilson Co.
National Representatives

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kachley
50,000 WATTS C B S
WCKY
THE L. B. Wilson STATION

National and local sales promotional executive with comprehensive knowledge of selling, publicity, merchandising, programming and practical radio—plus AAAA agency background —wishes position requiring application of education and experience. Not 4F and definitely draft exempt.
Box 73, BROADCASTING

W. Va. Net Opens Bureau in Capital

Legislators Attend Lunch at Opening of News Service

WASHINGTON news service of the West Virginia Network, which was formally established last Monday at a luncheon in the Senate family dining room, will be available to all West Virginia stations, Capt. John A. Kennedy, USNR, network president, announced.

"We hope to have three types of service operating within a short time," he told West Virginia's two Senators, Representatives and other guests. "We hope to have direct broadcasts from Washington, wired news and recordings. We will make this service available to any other stations in West Virginia."

Howard A. Chernoff, network managing director, declared that "radio service is something more than something put on records and from the network. A station," he said, "is an audible newspaper. Our duty is to provide our audience with news of interest not only from the two wire services which we have, but from Washington as well. We believe that we can provide news which the regular wire services ordinarily do not carry because of its specific local interest."

Coverage Plans

Ray Henle, head of the West Virginia Network Washington bureau [BROADCASTING, March 20], promised "non-partisan, non-political" news coverage. He explained that he and his assistant, Malvina Stephenson, will gather items throughout the week and on Saturday cut a record, for Sunday broadcast on the West Virginia Network stations.

Guests at the luncheon included: Sens. Kilgore (D) and Revercomb (R); Reps. Schiffler, Rohrbough and Ellis, Republicans, and Smith (D); Howard Starling, president, West Virginia State Society; Ben S. Fisher, president, Federal Communciations Bar Assn.; Charles V. Wayland and John P. Southayd, law associates of Mr. Fisher; Earl Gammons, CBS Washington director; F. M. Russell, NBC Washington vice-president; J. Harold Ryan, assistant director of Censorship and president-elect of NAB; former Gov. Morgan of West Virginia; Walker Long, general manager, Huntington Publishing Co.; Arthur Koontz, Charleston; Mrs. James V. Forrestal, wife of the undersecretary of the Navy; Mrs. John A. Kennedy.

SCHEDULED for early publication by a New York firm is a book on news writing and editing being written by William Dowdell, WLW-WSAI editor-in-chief, and Margaret L. Whitehead, NBC news writer. The book will devote special attention to the education and training of young news writers in line with the aims of the NAB Radio News Committee, of which Mr. Dowdell is a member.

MINNESOTA STATION representatives at NBC's War Clinic in the Drake Hotel, Chicago, who met following executive sessions are (l to r), Morgan Murphy, president; W. C. Bridges, general manager; and H. E. Westmoreland, director of operations, all of WEBC Duluth; Stanley E. Hubbard, president and general manager of KSTP St. Paul; and Fred Schilplin, president and general manager of KFAM St. Cloud.

G-F 1943 Report Shows Heavy Advertising Plans

ADVERTISING campaigns enlisting readers' help in solving the nation's vast food problems are part of General Foods Corporation's 1944 program, it was shown in the 1943 annual report. Plans provide for products withdrawn from the market, products of which there is an oversupply, and products that sell quickly.

General Foods plans to re-employ all returning servicemen when discharged, and still retain those who have joined the company since the war began. Five new business acquisitions were made by General Foods in 1943. They were: Bireley's Inc., Hollywood, (citrus products); Gaines Food Co., Sherburne, New York, (dog food): Snider Packing Corp., Rochester, (food products); Ray-Maling Co., Hillsboro, Ore., (food products); and Jersey Cereal Co., Chicago.

CHRISTOPHER CROSS, assistant publicity director of Mutual, will be co-author of a book on the work of Navy Chaplains, in conjunction with Capt. M. M. Witherspoon, Chief Chaplain, 3d Naval District. Book is titled *God's a Good Sailor*, and is scheduled for fall publication by H. Revell Fleming Co., New York ($2). Radio rights to a similar book on Army Chaplains co-authored by Mr. Cross, have been secured for broadcast on *Cavalcade of America* on NBC.

ANNOUNCEMENT

● Effective May 22, 1944, the bleed page size of Broadcasting Magazine reduces to 9⅛ x 12¼ inches with usual ⅛th inch trim.

ALL OTHER SIZES REMAIN THE SAME

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

LES TRAMMELL (right), president of NBC, and Harry Bannister, general manager of WWJ Detroit, chat about war problems at a cocktail party following sessions in the Drake Hotel, Chicago, of NBC's third annual War Clinic.

Senate Votes Cut

(*Continued from page 11*)

activities and declared that to cut the appropriation for the Radio Intelligence Division and the Foreign Broadcast Intelligence Service would be to deprive the Commission of the opportunity to police the air lanes as charged to it under the Communications Act of 1934. After the reduction, however, the Commission still would have $4,191,143 for national defense work, in addition to $2,000,000 for normal operations.

Duplication Hinted

Sens. Mead and Barkley (D-Ky.), Majority Leader, also spoke in behalf of the full appropriation. Sen. McKellar (D-Tenn.), chairman of the Appropriations subcommittee and acting chairman of the standing Committee, said evidence before the subcommittee indicated that radio intelligence work done by the FCC duplicated that of the armed services.

Considerable argument was advanced by both sides regarding letters from the Secretaries of War and Navy and the Joint Chiefs of Staff recommending that radio military intelligence work be transferred from the FCC to the armed services, as well as the President's subsequent letter denying the requests. Sen. McKellar said there was no evidence in the record that the Joint Chiefs of Staff had changed their minds.

Sen. White (R-Me.), acting Minority Leader, co-author of the White-Wheeler Bill (S-814) to revise the Communications Act of 1934 and member of the Appropriations Committee, made an eloquent plea on behalf of the Committee's recommendations. He explained in detail why certain cuts were made, then asserted:

"I think the great motivating force upon the Committee was its conviction that it faces a stern obligation to exercise every possible economy if the fiscal affairs of this nation are to be kept upon a sound basis. . . . What the Committee has done with respect to these first two items is a challenge to the Senate to stand by its Appropriations Committee in its effort to force governmental bureaus to effect economies."

Sen. White commended the monitoring work of the FCC, which he termed an activity "which is necessary if radio is to be maintained at a high state of efficiency" but he pointed out that "when the whole reduction is put into effect the FCC will still have $4,491,000 out of which the cut can be absorbed. In my opinion, that is adequate for its essential services."

Speaking on President Roosevelt's letter denying the request of the armed services to transfer military radio intelligence activities from the FCC, Sen. White declared Mr. Roosevelt "did not consult the military authorities of the Government or those who are making the plans for the prosecution of this war. But he turned to that meddling organization, the Bureau of the Budget. The Bureau of the Budget advised the President of the U. S. as to who should have this responsibility and should carry on this service. . . . If the Bureau of the Budget is to be substituted for the military officers of this country, then I say, God help this Government in the prosecution of the war. It is beyond me."

'Dollars Against Lives'

Sen. Brewster paid tribute to Sen. White and briefly traced his long history in connection with communications.

Sen. Barkley, in a final plea to save the full FCC budget, said: "I am unwilling to weigh dollars against the lives of our men and women in service, no matter whether it is a million and a half or two million dollars, the total reduction now carried in the bill."

"Am I to understand the Senator from Kentucky to infer that those who oppose the amendment are placing dollars ahead of lives?" asked Sen. Bridges (R-N. H.). Sen. Barkley said he wasn't "saying that at all". Two amendments offered by Sen. Mead were rejected and a third amendment, offered by the Committee to pare the normal operations budget from $2,209,000 to $2,000,000 was adopted by voice vote.

Sen. Mead's first amendment, proposed March 16 [BROADCASTING, March 20], was to restore the appropriation for national defense activities to $6,146,000. It was defeated 38 to 22, with the following vote recorded:

YEAS

Democrats: Andrews, Fla.; Barkley, Ky.; Clark, Ida.; Downey, Cal.; Ellender, La.; Guffey, Pa.; Hatch, N. M.; Hill, Ala.; Johnson, Colo.; McFarland, Ariz.; Maybank, S. C.; Mead, N. Y.; Murray, Mont.; O'Mahoney, Wyo.; Radcliffe, Md.; Thomas, Utah; Tunnell, Dela.; Wheeler, Mont.

Republicans: Capper, Kan; Langer, N. D.; Shipstead, Minn.

Progressive: La Follette, Wis.

NAYS

Democrats: Bankhead, Ala.; Byrd, Va.; Clark, Mo; Eastland, Miss.; George, Ga.; Gillette, Ia.; McCarran, Nev.; McKellar, Tenn.; Overton, La; Russell, Ga.; Stewart, Tenn.; Tydings, Md; Walsh, N. J.

Republicans: Aiken, Vt.; Austin,. Vt.; Ball, Minn.; Brewster, Me.; Bridges, N. H.; Brooks, Ill.; Buck, Dela.; Burton, Ohio; Bushfield, S. D.; Davis, Pa.; Ferguson, Mich.; Hawkes, N. J; Holman, Ore.; Millikin, Colo.; Revercomb, W. Va.; Robertson, Wyo.; Taft, Ohio; Thomas, Ida.; Vandenberg, Mich.; Weeks, Mass.; Wherry, Neb.; White, Me.; Wiley, Wis.; Willis, Ind.; Wilson, Ia.

Sen. Mead's amendment to restore $500,000 to national defense activities was defeated 32-24, with Aiken, Austin, Ball, Burton and Wiley voting yea. Sen Kilgore (D-W. Va.) also voted for the amendment. Sens. Capper, Johnson of Colo., Murray, George, O'Mahoney and Gillette did not vote. Joining the negative voters was Sen. McClellan (D-Ark.) who did not vote on the first amendment.

Oversea's Promotion

AMERICAN OVERSEAS Adv. Service, New York, organized to serve American firms in facilitating the handling of their sales promotion, advertising and public relations problems in North Africa and all liberated European countries, is planning to lay the groundwork for future American international business relations in that area, Rudolf V. Hahn, president, stated last week.

Video Future in Chicago Is Studied by Radio Club

CHICAGO Radio Management Club will use Balaban & Katz facilities and television knowledge in working out a plan to make the city a television center, according to Helen Carson, manager of WBKB B&K video station in Chicago.

Jim Shelby, radio director of McCann-Erickson and head of the Chicago advertising agency radio directors, is instigator of the video instruction drive, with plans for putting on shows as a constructive experiment.

ADMISSIONS to the WLS Chicago *National Barn Dance* will be increased beginning April 1, in accordance with the new tax bill which raises the rate from 10% to 20%. With an increase of 10c on each classification, adults will now pay 85c and children under 12, 45c, for admission to the broadcast audience.

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EXACT MEASUREMENTS
ANY HOUR—AND DAY
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"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 18 TO MARCH 24 INCLUSIVE

Decisions . . .

MARCH 21

KMLB Monroe, Ia.—Granted relinquishment control by J. C. Liner Jr. through transfer of 498 shares capital stock to Mrs. Melba Liner Gaston. No monetary consideration is involved.

KWK St. Louis, Mo.—Granted consent transfer control from Grace C. Convey to Robert T. Convey.

KOVC Valley City, N. D.—Granted acquisition control by Robert E. Ingstad through transfer 112 shares or 56% of capital stock for $3,920.

WLAW Lawrence, Mass.—Granted involuntary transfer of control from Alexander H. Rogers, deceased, to Irving E. Rogers, Harold B Morrill and National Shamut Bank of Boston, co-executors under will of Alexander H. Rogers, deceased.

WKIP Poughkeepsie, N. Y.—Granted transfer control from Richard E. Coon to Poughkeepsie Newspapers Inc. for total consideration of $10,600, representing 80 shares or 20% of preferred stock and 480 shares or 60% of common stock.

WJW Cleveland—Granted license to cover CP authorizing installation new transmitter, DA-DN, increase power to 5 kw, change frequency to 850 kc and move transmitter and studio from Akron to Cleveland. Conditions.

WBAX Wilkes-Barre, Pa.—Temporary license extended for 90 days or until June 24, 1944.

E. Anthony & Sons Inc., Hyannis, Mass.—Granted request to assignment of call letters WOCB to new station authorized March 7.

KVAN Vancouver, Wash.—Denied petition for reconsideration of Commission action of Dec. 7, 1943, in designating for hearing application for CP to make changes in equipment and operate unlimited time on 930 kc with 250 w N, 500 w D.

KOMA Oklahoma City—Present license granted on temporary basis only for period ending May 1, 1945, upon condition that it is subject to whatever actions may be taken by Commission upon pending application for license renewal.

KGA Spokane, Wash.—Power of attorney approved for the affairs of Louis Wasmer, licensee, appointing John C. Kendall, Archibald W. Witherspoon and Eustace LeMaster, jointly and/or severally his attorneys in fact with respect to KGA operation.

WMFJ Daytona Beach, Fla.—Power of attorney approved for Adelaide B. Esch, wife of W. Wright Esch, with respect to operation of WMFJ.

KSJB Jamestown, N. D.—Adopted proposed findings of fact and conclusions proposing to grant application of KSJB for mod. license change 1440 kc, 250 w, unlimited, to 600 kc, 100 w N, 250 w D, conditions.

MARCH 22

KXYZ Houston, Tex.—Granted license use formerly licensed main transmitter as auxiliary with power of 1 kw.

WMAZ Macon, Ga.—Granted CP move auxiliary transmitter, use DA-DN, increase power from 1 kw to KOB sunset and 250 w after KOB sunset to 1 kw D-N.

Capitol Broadcasting Corp., Indianapolis—Placed in pending file application for CP new FM station.

Drovers-Journal Publishing Co., Chicago—Same.

KLZ Denver—Same.

National Broadcasting Co. Inc., San Francisco—Same.

National Broadcasting Co. Inc., Los Angeles—Same.

National Broadcasting Co. Inc., Cleveland—Same.

National Broadcasting Co. Inc., Denver—Same.

WGAR Cleveland—Same.

WICA Ashtabula, Ohio—Same.

WKY Oklahoma—Same.

Applications . . .

MARCH 20

The Hampden-Hampshire Corp., Holyoke, Mass.—CP new FM station, 44,100 kc, 14,340 sq. mi.

Sharon Herald Broadcasting Co., Sharon, Pa.—CP new FM station, 45,900 kc, 11,030 sq. mi.

Board of Education of School District 202, Evanston Township Highschool, Evanston, Ill.—CP new non-commercial educational broadcast station. Incomplete.

MARCH 22

WAAB Worcester, Mass.—Mod. license to change corporate name of licensee to The Yankee Network Inc.

WEAN Providence, R. I.—Same.

WNAC Boston—Same.

WICC Bridgeport, Conn.—Same.

Westinghouse Radio Stations Inc., Boston—CP new commercial television station, Channel 5.

Westinghouse Radio Stations Inc., Philadelphia—CP new commercial television station, Channel 7.

Westinghouse Radio Stations Inc., Pittsburgh—CP new commercial television station, Channel 1.

WFMJ Youngstown, Ohio—CP new FM station, 44,100 kc, 15,610 sq. mi.

Birnery Imes Jr., Meridan, Miss.—CP new standard station, 1240 kc, 250 w, unlimited.

WFLA Tampa, Fla.—CP new FM station.

Central Michigan College of Education, Mount Pleasant, Mich.—CP new non-commercial educational station. Incomplete.

G. W. Covington Jr., Montgomery, Ala.—CP new FM station, 45,500 kc, 4,761 sq. mi. Incomplete.

MARCH 24

Stromberg-Carlson Co., Rochester, N. Y.—CP new commercial television station, Channel 1.

Capital Broadcasting Co., Washington, D. C.—CP new commercial television station, Channel 6.

Fetzer Broadcasting Co., Grand Rapids, Mich.—CP new standard station, 1230 kc, 250 w, unlimited.

Mt. Pleasant Board of Education, District No. 1, Union Township, Isabelle County, Mount Pleasant, Michigan—CP new non-commercial educational station. Incomplete.

Tentative Calendar . . .

Charles P. Blackley, Staunton, Va.—CP new station, 1240 kc, 250 w, unlimited.

WCHV Charlottesville, Va.—Mod. license for 1240 kc, 250 w, unlimited.

WFVA Fredericksburg, Va.—Mod. license for 1240 kc 250 w, unlimited (except Sunday).

KVAN Vancouver, Wash.—CP for 930 kc, 250 w N, 500 w D, unlimited.

WILLIAM DELANNOY, who formerly operated his own recording studio, has joined the WOR New York recording division as engineer.

KARL WEGER Jr., former recording engineer and radio serviceman, has been added to the engineering staff of WFIL Philadelphia.

EDWARD PARK, formerly of Westinghouse Co., Baltimore, has joined KYW Philadelphia as engineer.

ALAN JOFFEE, formerly of WHAT and WIBG Philadelphia, has joined the engineering staff of WCAU Philadelphia.

DOROTHY DONATH, new to radio, has joined the engineering staff of WIP Philadelphia upon completion of a station-sponsored training course.

PHYLLIS CONNELL is now a member of the control room staff of WCAE Pittsburgh.

BENNETT L. BADE is now on the control room staff of WGAR Cleveland. He was formerly radio operator for the Cleveland police department.

RUTH BRODERICK, having completed the engineering course given by the NAB, has joined the engineering staff of WOV New York as apprentice engineer. Paul Flynn, engineer, has left the station to enter the Navy as an ensign.

GLENN CALLISON, WMBD Peoria transmitter engineer, is now in the Navy stationed at Camp Farragut. Bob Snow, station engineer, has accepted a war-time radio post in New York.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LANGENDORF UNITED Bakeries, Inc., San Francisco, on Mar. 13 started *A Song Is Born*, on 6 NBC stations, Mon., 6-6:30 p.m. Agency: Pacific Coast Adv. Agency, San Francisco.

PACIFIC GUANO Co., Berkeley, Cal. (Gaviota), has started for 13 weeks *Look Who's Here* on 11 Blue Cal. stations, Wed., 3:15-3:30 p.m. (PWT). Agency: O. E. Hopfer Industrial Adv., Oakland.

EVERSHARP Inc., Chicago (pens, pencils), on March 21 started *Let Yourself Go* on 150 Blue stations, Tues., 7-7:30 p.m. Agency: Biow Co., N. Y.

FREDERICK F. HOUSER for U. S. Senator, Los Angeles, on Mar. 28 starts for 7 weeks, political talk, on 16 Don Lee Cal. stations, Tues., 9:45-10 p.m. (PWT). Agency: Lockwood-Shackelford Adv., Los Angeles.

PHILIP BANCROFT for Senator, Los Angeles, on Mar. 13 started for 9 weeks, political talk, on 16 Don Lee Cal. stations, Mon. 9:45-10 p.m. (PWT); Tues., 10:45-11 a.m. (PWT). Agency: Walter Biddick & Co., Los Angeles.

Renewal Accounts

GENERAL Foods Corp., New York (Diamond Crystal Salt, Walter Baker's Chocolate), on April 3 renews *When a Girl Marries* on 74 NBC stations, Mondays through Fridays, 5-5:15 p.m. Agency: Benton & Bowles, N. Y.

DR. EARLE S. SLOAN Inc., New York (Sloan's liniment), on April 14 renews *Gangbusters* at the same time adding 13 Blue stations, making a total of 110 Blue stations, Fri., 9-9:30 p.m. (repeat 11:30-12 Midnight) Agency: Warwick & Legler, N. Y.

MANHATTAN Soap Co., New York (Sweetheart soap), on April 19 for 52 weeks renews *Scramby Amby* on 7 NBC Pacific Coast stations, Wed., 9:30-10 p.m. (PWT) Agency: Franklin Bruck Adv., N. Y.

LEVER BROS Co., Cambridge, Mass. (Swan Soap), on April 3 renews for 52 weeks *Bright Horizon* adding 73 CBS stations, making a total of 121 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. (rebroadcast 3:30 p.m.) Agency: Young & Rubicam, N. Y. Lever Bros. for Rinso on March 27 renews for 52 weeks *Big Sister*, adding 41 CBS stations, making a total of 121 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. and renews for 52 weeks *Aunt Jenny* on 52 CBS stations, Mon. thru Fri., 11:45-12 Noon, for Spry. Agency: Ruthrauff & Ryan, N. Y.

Net Changes

DEPARTMENT OF FINANCE, Ottawa (Sixth Victory Loan) has changed time of West Coast repeat of *Victory Star Hour* starting April 12, from 11:30 p.m.-12:30 a.m. EDT to 10:30-11:30 p.m. EDT, on 25 Mountain and Pacific Coast time Canadian stations. Agency is MacLaren Adv. Co., Toronto.

J. A. FOLGER & Co., San Francisco (coffee) on April 3 shifts newcast on 35 Don Lee Pacific stations, from Tues., Thurs., 7-7:15 a.m. (PWT), to Mon. Wed., Fri., 7:15 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

P. LORILLARD Co., New York (Old Gold cigarettes), on April 5 replaces *Sammy Kaye's Orchestra* with *Frankie Carle's Orchestra* on 120 CBS stations, Wed., 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

ZONITE PRODUCTS Corp., New York, on April 1 for 13 weeks adds cow-catchers for Larvex division to Gabriel Heatter on 177 MBS stations, Tues., and Thurs., 9-9:15 p.m. Agency: (Larvex) McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Mar. 28 replaces *Harry James* with *Passing Parade* on 112 CBS stations, Tues.. Wed., Thurs., 7:15-7:30 p.m., with West Coast repeat, 8:15-8:30 p.m. (PWT). Agency: Newell-Emmett Co., N. Y.

HEINZ Co. of Canada Ltd., Toronto (food products) on April 3 changes *Information Please* from 9 CBC Trans-Canada network stations to 23 CBC Dominion network stations, and time from 10:30-11 p.m. to 9:30-10 p.m. Mon. Agency is MacLaren Adv., Toronto.

Maj. Gen. Ingles Reports On Pacific Radio Set-up

BECAUSE of the tremendous distances, and the expanse of ocean to be covered in the Pacific theatres of war, radio is not only the primary, but often the only means of communication, Maj. Gen. Harry C. Ingles, the Army's Chief Signal Officer told a news conference at the Pentagon last Tuesday. He contrasted radio in the Pacific with other theatres, such as Europe, Africa, the Caribbean, where the principal communications medium is wire.

Gen. Ingles, just returned from a five-weeks inspection tour of Signal Corps installations in the Central, Southwest, and South Pacific battle areas, said that the jungles in the Solomons and New Guinea were the worst he had ever seen, much more difficult than those of Central and South America. The gnarled tropic growth muffles communication with walkie-talkies, so that they transmit far below their normal range, he said. To overcome this difficulty, he told of how the Signal Corps lays telephone wire networks on shore as soon as possible.

New Local Sought

APPLICATION for a new local standard station in Meridian, Miss., was filed with the FCC last week in behalf of Capt. Birney Imes Jr., licensee of WELO, new local outlet which has just been granted for Tupelo, Miss. Facilities of 250 w unlimited on 1240 kc are requested for the new Meridian local. Station now operating there is WCOC, a 1 kw CBS affiliate on 910 kc. Other radio interests of Capt. Imes, now on active duty with the Army Air Corps, include WCBI Columbus, Miss.

WWDC Video Plans

COINCIDENT with the filing of an application at the FCC last Friday by WWDC Washington for a new Channel 6 commercial television station, G. Bennett Larson, manager and part-owner of the outlet, announced plans for unification of WWDC's present standard broadcast operations and its proposed FM and video activities to form "complete local broadcast service for the Nation's Capital."

Waldman to Service

EMERSON WALDMAN, since 1941 director of the radio section of the Treasury's War Finance Division, has resigned to enter the Navy. He expects to be inducted in early April. Mr. Waldman before joining the WFD was associated as a writer with Steve Hannagan Assoc., New York publicity firm, and as author with various publishing concerns. He formerly was with NBC Washington and New York as a special events director.

Fetzer Seeks Local

APPLICATION for a new local standard outlet for Grand Rapids, Mich., was filed with the FCC last Friday by the Fetzer Broadcasting Co., licensee of WKZO Kalamazoo. Facilities asked for the new station are 250 w unlimited, 1230 kc.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

WANTED COMBINATION PRODUCTION MAN—WRITER-ANNOUNCER — Fast growing Southern advertising agency specializing in radio has immediate opening for man who can act as combination announcer and producer, write light comedy material as well as commercial radio copy. Prefer Southerner or man with Southern experience. Excellent salary, with ideal working conditions. A real opportunity for the right man, draft deferred. Write or wire Simon & Gwynn, 624 Commerce Title Building, Memphis, Tennessee.

Announcer Wanted—In Midwest Capital city, network affiliated station needs experienced announcer operator. Attractive salary and working conditions. Send full details and audition transcription if possible. Write R. L. Rose, KWOS, Jefferson City, Missouri.

Wanted—Announcer by progressive network affiliated station, draft deferred, prefer man with southern station experience, give full information as to experience and salary expected. WHMA, Anniston, Alabama.

Wanted—Young announcer not afraid to work who is interested in advancement to Program Department. Must have some announcing experience and good references. No floaters. This job is permanent. Write Manager, WKST, New Castle, Pennsylvania.

West Texas Regional station has openings for two Transmitter Operators. Write KTSM, El Paso, Texas.

Engineer—Capable of developing assembling fully financed 250 watt transmitter and taking general charge in establishing station. Immediate salary, substantial interest. Box 602, Church Street Annex, New York, N. Y.

ANNOUNCER—For basic major network station in New England. Experience, salary, other qualifications first letter. Box 65, BROADCASTING.

Position Open—Announcer, newscaster, producer. Salary $225 per month. Progressive daytime commercial station, Blue affiliate. If interested wire or telephone collect, WTAW, Ted Hills, Manager, College Station, Texas.

Operator—Any ticket for NBC affiliate Station. Phone or wire chief engineer, WSAM, Saginaw, Michigan.

Wanted—Engineer for 5 KW midwestern station. Experience not necessary but desirable. Write Box 64, BROADCASTING.

Wanted—Engineer for 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer. WKZO, Kalamazoo, Michigan.

5 KW CBS Affiliate—Wants experienced announcer. Copy writer. Send full particulars first letter including salary expected. Draft status. Write WKZO, Kalamazoo, Michigan.

Announcer: Progressive Ohio Network affiliate needs experienced man. Good pay, pleasant working conditions. Write Box 57, BROADCASTING.

Announcer for local Virginia Station. Pleasant working conditions. Station network affiliate. Send complete information with first letter. Box 53, BROADCASTING.

Announcer-Engineer for progressive CBS Station in South. $45 00. Box 52, c/o BROADCASTING MAGAZINE.

Combination Chief - Engineer - Announcer. $60.00 with furnished apartment free. Give full details. Box 51, care of BROADCASTING MAGAZINE.

Midwest regional station seeking promotion manager—Man or woman—well experienced in all types of radio promotion. Give draft status, education, experience, references and salary wanted. Box 49, BROADCASTING.

Announcer—If you want permanent position with 5 kw CBS station in large southeastern market and have qualifications listed, we have opening. Must be draft deferred, experienced in newscasting and ad-libbing. Send transcription, photo, details on education and experience with letter. Address Box 48, BROADCASTING.

Control Engineer—For 5KW Station in Massachusetts. Must be alert, reliable and draft exempt. State experience and references. Good pay—40-hour week. License desirable. Box 46, BROADCASTING.

Help Wanted (Cont'd)

Chief Announcer—Wanted by progressive two Network North Carolina Station. Excellent opportunity for right person. Salary depends only on your qualifications. This position is permanent. Box 28, BROADCASTING.

CBS Affiliate—In beautiful New England university city needs experienced announcer. Prefer family man who is interested in permanent position at good salary. Unlimited opportunity to advance. Station is largest in area with no competition. City is non industrial so living expenses are moderate. If interested write Box 26, BROADCASTING, giving qualifications and draft status. An interview will be arranged.

Chief Engineer—Southern Blue-Mutual Station. Can provide living quarters and permanent connection for good man. Box 19, BROADCASTING.

Wanted—Announcer-Operator first class, draft deferred for 250 W. Network Station in Florida. State salary and experience. Reply Box 14, BROADCASTING.

ARE YOU THINKING AHEAD? Existing Southern California station with plans already in the fire on FM and television will need program director, news editor, sponsor service manager, and what have you to offer? Tell us why you think you would qualify, together with expected starting salary. We might be interested in you right now if you want to start at a reasonable figure looking toward your future. Box 6, BROADCASTING.

Woman Continuity Writer—Also capable of broadcasting woman's show. Marvelous opportunity. Midwestern network station. Give complete details in first letter. Write Box 72, BROADCASTING.

ENGINEER — First class license. $45 week. 40 hours. Must be draft deferred. Permanent. WISR, Butler, Pennsylvania.

Situations Wanted

Painting Radio Antenna Towers—F.C.C. Specifications, United States, Canada, Mexico. Let us contract your job. H. K. Rhodes, Painting & Decorating Co., Roaring Spring, Pennsylvania.

Writer—College girl graduate, 24, secretarial, radio writing training. All-around beginners job, chance to go places. Box 71, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Two years solid staff experience. 4F. $45. Available April 8th. M.C.—sports attachment preferred. Bill Dillner, WDSU, New Orleans 12, La.

Commercial Writer—30; Continuity Director 3 years in small station—Wants at least $55 weekly. Any offers? Box 70, BROADCASTING.

Engineer—15 years experience, outstanding background. Desires position as engineering executive with station operating or plannng FM or television outlet. Box 69, BROADCASTING.

Young Woman—With writing, publicity, secretarial experience, good speaking voice, dramatic ability, seeks niche on station offering broadcasting opportunity. Box 68, BROADCASTING.

Announcer—4-F, 3rd class operator's permit. News, ad-libs, commercials. Experienced programming, production. Minimum basic $50. Box 67, BROADCASTING.

Salesman—Age 23, 4-F, energetic, conscientious. Experienced promotion, production, programming, sales. Now announcing 5 KW. Wishes future for "plugger." State opportunities. Box 66, BROADCASTING.

Announcer-Continuity-Sales: Married man, 38, three children, draft exempt, desires permanent connection with any good live independent station needing dependable versatile man. Capable producing good barn dances or similar type shows. Excellent entertainer in own right. Good references. Box 272, Red Springs, North Carolina.

Radio Copy Approved—By leading advertisers. History background for newscasts. Two years radio singing. College graduate, business course. $40 week. M. W., 1614 Peachtree, N.W. Atlanta, Georgia.

RADIO ADVERTISING AGENCIES—Top flight **PRODUCER** available. All types of shows. 17 years radio experience. Desire connection with advertising agency handling big time programs. Plenty of ideas and ability. Address best detailed offer to Box 62, BROADCASTING.

Station Owners! Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent reason for desiring change. Confidentially, let's confer. Write Box 60, BROADCASTING.

Announcer Wanted by KSD

We have an excellent opportunity for an experienced announcer for staff work. He must be above average in ability and performance. Only men with highest qualifications will be considered. In reply give full information regarding experience, education and draft status. Statement of availability will be required.

KSD

Basic NBC Station
St. Louis

Situations Wanted (Cont'd)

RADIO EXECUTIVE CONTEMPLATES CHANGE. THOROUGHLY EXPERIENCED. SEVERAL YEARS WITH 50,000 WATT STATION. 36 YEARS OLD. BOX 985. BROADCASTING.

Director Of Women's Programs and Copy Chief: Ten years' experience. Female—free to go anywhere! Box 59, BROADCASTING.

Transmitter Engineer: Available immediately. 1st Class License . . . five years experience control operator . . . was instructor at Army Radio School. Prefer midwest. Box 58, BROADCASTING.

Announcer-Producer—Excellent record in studio work, news, sports. 4F 27. Prefer New York, Chicago, Hollywood, but consider all. Box 56, BROADCASTING.

Announcer—Young woman, four years radio experience. Commercial, news, fashion, personality show. Script writer and production. Control board operation. Transcription sent on request. Box 47, BROADCASTING.

Studio Operator—Young woman, NAB trained, has Radiotelephone license. Wishes position in or near New York City. Write Box 45, BROADCASTING.

Commercial Manager—12 years radio experience. Previously with large newspapers. Desires change to management. Good personality. Expert in continuity and sales production. Box 44, BROADCASTING.

Experienced—Radio salesman writes own programs and continuity. Salary, Seventy Five Dollars. Good producer. Box 43, BROADCASTING.

Metropolitan—Commercial announcer two years. Chicago, New York or Philadelphia position wanted. Transcription. Box 42, BROADCASTING.

EXECUTIVE: Twelve years radio experience in program production, direction, writing with top organizations. Desire East, West Coast, or Chicago agency, network, or station connection. Draft exempt. Age: 30. Salary requirements: $7500. Excellent references. Box 41, BROADCASTING.

Manager—Of network affiliate desires larger opportunity. Business 80% above last year which was station's best. Prefers bonus or percentage. If you can beat $7500 write Box 33, BROADCASTING.

Need Conscientious Program Director?—Young family man. College. 4-F. Must be permanent position in the east paying minimum of $70 weekly. Box 31, BROADCASTING.

Director—Expert announcer wants permanent position with progressive station. 9 years experience. Write to Box 1, BROADCASTING.

National and local sales promotional executive with comprehensive knowledge of selling, publicity, merchandising, programming and practical radio—plus AAAA agency background—wishes position requiring application of education and experience. Not 4F and definitely draft exempt. Box 73, BROADCASTING.

Wanted to Buy

Want to buy 250 or 1 KW transmitter; also portable recording machine; modulation monitor and frequency monitor. Address: P. O. Drawer 943, Greenwood, Mississippi.

Complete equipment for 250 watt standard station, except tower. Address Radio, Box 200, Shelby, N. C.

Wanted—175 to 300 foot tower, frequency and modulation monitors, 250 watt transmitter and studio equipment. Box 30, BROADCASTING.

CASH ON THE LINE—For equipment for 250 or 1000 watt station. Also interested in buying towers. Box 7, BROADCASTING.

EQUIPMENT WANTED—5 kilowatt late model RCA or W.E. broadcast transmitter, phase monitor, two 200-foot towers. Box 4, BROADCASTING.

For Sale

Would swap 200 lbs. No. 8 softdrawn bare copper wire for same quantity 14 or 12. Box 55, BROADCASTING.

McClintock Sees Vast Market For American Goods in Mexico

Mutual President Back From Trip Says Rapid Rise Of Radio Art There Warrants American Attention

"THE American radio industry would be very remiss if it failed to take advantage of the present opportunity to uplift the standard of living in Mexico by expanding its Mexican radio facilities," declared Miller McClintock, president of the Mutual Broadcasting System, in an exclusive interview with BROADCASTING last week.

The radio executive, who returned earlier this month from a trip to Mexico, emphasized that mutual benefit can be derived from American participation in Mexican radio activities, provided there is no intent of exploitation.

Unprecedented Growth

"Mexico is growing at an unprecedented pace, with planned construction being carried out by some of Mexico's most brilliant engineers," stated Mr. McClintock. "Slums are being torn down, and in their places are being built modern utilitarian homes, office buildings, and public edifices. This Golden Age of construction, concentrated in Mexico City, where two million of Mexico's 20 million people reside, can be compared with the vast expansion of the Far West at the turn of the century. It is an encouraging sight to see the Mexican government and people working out their own great future using their tremendous natural resources to develop the country."

Mr. McClintock asserted that radio can be a powerful and advantageous weapon in this development of the country. "There is a great need for American products," he said. "By providing distribution for American goods, and an impetus to their sale by radio advertising, American merchants can stimulate an extensive market. Mexico is a natural home market, as its people crave the popular priced merchandise, which is the product of American industrial ingenuity." "By thus making available to the Mexican people the necessities and small luxuries which the majority of American homes enjoy, the standard of living among the Mexican people, now rapidly rising, will automatically increase."

McClintock reiterated that a sincere desire to help the Mexicans realize their great potentialities must be the prime motive of expansion of American advertisers into Mexican radio.

A Universal Medium

"Radio is a universal medium, which no language barrier can destroy," said Mr. McClintock. "The Mexican passion for all forms of music provides a natural and common medium of expression. The Mexican love of music is perhaps best expressed by the 'Mariaches,' small bands of from four to ten instruments, which feature primitive Indian and native music.

"The highest form of this type of musical expression is the 'Rondalla Band,' under the leadership of Totanacho, and currently touring the United States. The 'Rondalla Band' is a feature of Radio Mil, Mutual's Mexican outlet, and is an example of the type of programming with which American advertisers can gain the attention of Mexican listeners."

Queried as to the progress Mexican radio has made, the Mutual president praised the enthusiasm and eagerness of Mexican broadcasters. "Although American radio is far advanced as far as technical skills are concerned, I sincerely believe that the Mexican's zeal and earnestness will overcome their lack of adequate technical skills, and the day will come when American radio can learn much from the Mexicans."

Technique Like Ours

The general picture of Mexican programming and showmanship differs little from the American, according to Mr. McClintock. Soap operas, dramatic serials, symphonic and popular music, comedy programs, all these are included in an ordinary program day.

The Mutual president was especially enthusiastic over the splendid way Mexican radio facilities are being utilized by representatives of the United Nations. "All the Allied governments are cooperating in making available to the Mexican people varied and educational programs emphasizing the country's participation in the war and her future in the postwar world. The Mexican government itself uses radio to a lesser degree than we do in the dissemination of government information. Its radio activities are concentrated upon educational features, with an extensive program of enlightenment as to the best ways for the people to use their natural resources and gifts."

Sees Bright Future

As for the future of American programming in Mexico, Mr. McClintock cited Mutual's own Radio Mil as a splendid illustration of Mexico's reception to American radio. "The programs which Mutual has made available to Mexican listeners are very popular," stated Mr. McClintock. "The Cleveland Symphony Orchestra, for an example, has a tremendous following there. Radio Mil and its key station, XEOY in particular, has developed a high pattern of programming and facilities."

"I was gratified to learn," the Mutual president said, "that there is a vigorous spirit of competition in Mexican radio circles, which of course will result in an even higher standard in the general picture of Mexican broadcasting."

"I look forward to the day," stated the radio executive, "when exchange of programs between Mexico and America will be as extensive as the present exchange between Canada and America."

Drawn for BROADCASTING by Sid Hix

"I've Got WOOF, Back in the States. Some Officer Named Colonel Cash Is Giving Away Money."

Warner Bros. Spots

WARNER BROS. Pictures, New York, which is stepping up its use of spot radio, is runing a series of spot announcements on six New York stations on a 52-week basis. Promoting films at the Strand and Hollywood Theatres in New York, Warner is using a total of 35 spots weekly on WOR WEAF WMCA WQXR WINS and WNEW. Schedule started March 1, placed through Blaine-Thompson Co., New York.

Lone Ranger Wins Again in Law Suit

December Injunction Upheld By Court In Final Decree

THAT THE U. S. simply isn't big enough to hold two men of the Lone Ranger's calibre, was proved again a fortnight ago when Federal judge William J. Campbell handed down a $10,000 judgment against Sunbrock Shows Inc., Larry Sunbrock and John Daros, for using the words "Lone Ranger" and exhibiting a character of the same name, in a rodeo [BROADCASTING, March 20].

The final decree, according to Raymond J. Meurer, general counsel for King-Trendle Broadcasting Co. and its subsidiaries, marked "the first time . . . that damages have been awarded for the unauthorized use of a radio program title." The court order permanently and perpetually restrains Sunbrock Shows Inc. from using in any manner whatsoever the plaintiff's trade name, "The Lone Ranger" or anything connected with the program.

The Lone Ranger has been on the air since 1933, during which time, the decree stated, the plaintiff had expended over $1,000,000 in exploiting The Lone Ranger and the goodwill of the title and character. Because the defendants had never been granted the right to use the name "Lone Ranger", it was held that such use "perpetrated a fraud upon the public and upon the plaintiff by implying and representing that the Lone Ranger would appear in person or would be impersonated in their Wild West Rodeo and Circus at the Coliseum, Chicago. In 1941 The Lone Ranger won a similar decision against Wallace Bros. Circus.

RADIO LISTENING HITS NEW RECORD

RADIO LISTENING as a regular habit reached an all-time high in the month of February, according to the March 15 issue of *The Radio Audience*, monthly newsletter published by The Pulse of New York. Figure for the past month has been exceeded only by the high mark set at the outbreak of the war in December 1941 which was followed by a sharp decline and reversion to normal levels. Listening in the past month was 12.3% higher than in February 1943, and 14.9 above the 1944 figure for the same month.

Analyzing the listener's habits in finding a new program, The Pulse found 25% discovered it by accidental tuning; 15% from having read of it in the press; 10% by recommendation of friends, and 5% by family. About 10% were "continuous station listeners" who hear all programs scheduled on their favorite station.

A MEETING of the Board of Governors of the Canadian Broadcasting Corp. was to be held at Ottawa during the week of March 27. Routine CBC matters and some private station subjects were on the agenda.

More advertisers spend more money to sell more merchandise to more people on WLW than on any other radio station in the world.

WLW

DIVISION OF THE CROSLEY CORPORATION

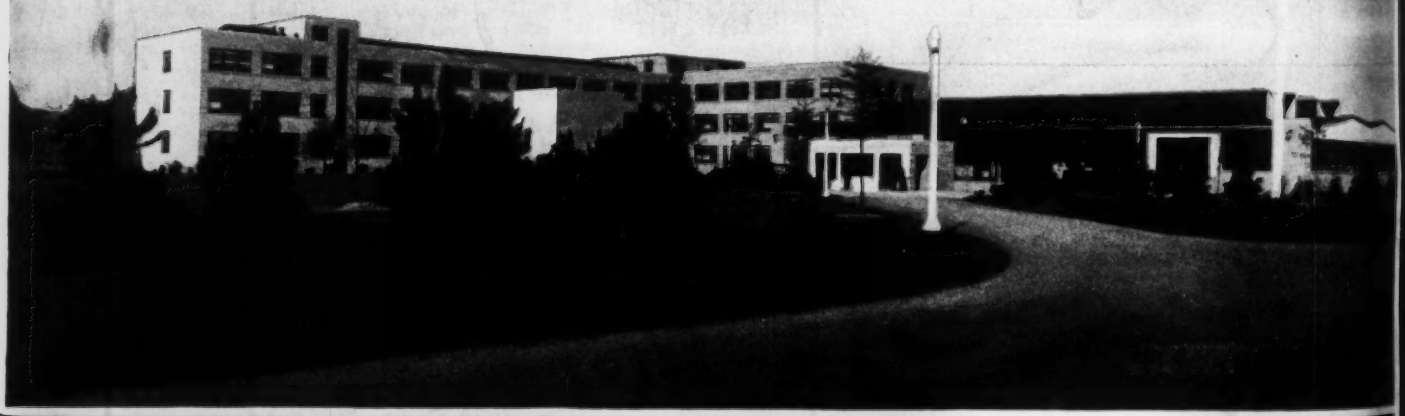
The Nation's Most Merchandise-able Station

Research gives TELEVISION new horizons

• Television rays—like human sight—do not "bend" far beyond the curvature of the earth. They travel in a straight line to the horizon—and from the horizon off into space. In preparing television as a service to the public, research has sought ways to extend television's program service by radio relaying from city to city.

A solution to this problem has been perfected by RCA engineers: the radio relay station—capable of picking up and automatically "bouncing" television images from station to station. With such relays supplementing a coaxial cable, entertainment, sports and news events could be witnessed simultaneously by Americans from coast to coast.

Today, RCA's research facilities are devoted to providing the Allied fighting forces with the most efficient radio and electronic equipment available. Tomorrow, these same skills and energies will continue to serve America in developing and creating new and finer peacetime products.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA leads the way in radio—television—electronics

RCA

TUNE IN! . . . RCA's great new show, 7:30-8:00 P.M. EWT, over the Blue Network, every Saturday ★ BUY WAR BONDS EVERY PAY DAY ★